

## Principal Advisor, Communications and Engagement

<b>Team:</b>	Strategy and Prevention
<b>Reports to:</b>	DCE Strategy and Prevention
<b>Direct reports:</b>	Staff leadership responsibilities may be assigned, including fixed term or other staff as required
<b>Indirect reports:</b>	None
<b>Delegations:</b>	Financial Authority, Human Resources Authority – refer delegation policies
<b>NZSIS Clearance:</b>	Confidential, if required
<b>Location:</b>	Wellington or Auckland
<b>Travel:</b>	Wellington or Auckland regularly

### Being a Public Servant

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Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

### Position purpose of the Principal Advisor, Communications and Engagement

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1. Be a **trusted strategic advisor to the Executive Leadership Team**, shaping how the SFO communicates, engages, and positions itself across the justice sector and with the public.  
Give **authoritative, high-quality advice** that supports organisational priorities, strengthens reputation, and builds public and stakeholder confidence.  
Lead the **design and hands on delivery** of high impact internal and external comms and engagement initiatives that are practical, timely, and aligned with Ministerial and public sector expectations.
2. Influence senior leaders and connect organisational functions to ensure **coherent, consistent, and accountable communication** across all channels and audiences.  
Identify, cultivate, and manage **strategic stakeholder engagement opportunities**, ensuring relationships are purposeful, well managed, and aligned with organisational goals.
3. Provide **expert media management**, including responding to enquiries, preparing spokespeople, and delivering media activity that enhances the SFO's visibility and credibility.  
Lead the quality and impact of **publications, digital channels, and social media**, ensuring they reflect best practice and reinforce the SFO's brand and reputation.

Operate as a **senior subject matter expert** who is both strategic and hands on, able to step in, deliver, and lead by example in a small, high trust, high impact environment.

## What we do matters – Our purpose

The Serious Fraud Office (SFO) is a highly specialised government department whose purpose is to protect New Zealand’s financial and economic wellbeing. We do this through our mission of disrupting and deterring serious and complex fraud through prevention, investigation, and prosecution.

## How we do things – our Values

Integrity First | Ngākau tapatahi

We do what’s right, with independence, fairness and courage

Sharp on Purpose | Kōpere

We act with clarity and intent, focusing our energy on what matters most

Stronger Together | He waka eke noa

We back each other, share ideas and work as one team

What you will do to contribute	As a result, we will see
<p><b>Delivery of Communications Strategy</b></p> <ul style="list-style-type: none"> <li>Act as a trusted advisor to ELT, supporting decision-making through expert communications and engagement advice.</li> <li>Provide high-level strategic advice on messaging, content, branding and communications across all channels, including media releases, publications, website, social media, annual report, newsletters, and SharePoint.</li> <li>Monitor and evaluate effectiveness and drive continuous improvement.</li> <li>Lead the development, implementation and delivery of communications and engagement strategies aligned with strategic priorities and strengthen public trust and confidence.</li> <li>Lead communications responses to complex or high-risk issues, providing clear guidance, risk assessment and recommendations to senior leaders.</li> <li>Lead and elevate the organisation’s digital presence, including stewardship of the website, content standards, accessibility and brand presentation.</li> <li>Maintain strong awareness of SFO operations, Ministerial matters and relevant developments across the Justice and law enforcement sectors, to ensure communications are accurate, well-informed and timely.</li> </ul>	<ul style="list-style-type: none"> <li>A coordinated, structured approach to the delivery of communications both internally and externally.</li> <li>Effective strategic and operational management of the SFO’s communications channels to meet business needs.</li> <li>Website has current and relevant information.</li> <li>Best practice approach to communications and methodology.</li> <li>Proactively seek to understand all aspects of the SFO’s work.</li> </ul>

What you will do to contribute	As a result, we will see
<p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Plan and lead the SFO’s media strategy ensuring proactive, well-coordinated and timely media liaison.</li> <li>• Build appropriate relationships with key relevant journalists, commentators and media platforms.</li> <li>• Work closely with the Chief Executive, ELT, SLT, and key subject-matter experts to develop informed, accurate and strategic responses to media and public enquiries.</li> <li>• Prepare high-quality media releases relating to SFO cases and broader organisational matters, ensuring messaging is clear, consistent and aligned with legal and operational considerations.</li> <li>• Coordinate and guide senior leaders and staff in the development of media statements, ensuring appropriate consultation and security sign-off from the Chief Executive or delegated authority.</li> <li>• Provide strategic oversight of (and contribute to) content creation and engagement across all SFO media channels ensuring communications are professional, timely, accessible and aligned with brand and engagement objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Trusted advice on media matters that demonstrates a deep understanding of the SFO’s environment and a finely tuned risk radar.</li> <li>• Timely and relevant media information shared, with the appropriate sign off from within the SFO, for external media releases.</li> <li>• Balanced and where possible positive reporting of SFO activities.</li> <li>• SFO’s reputation is enhanced.</li> </ul>
<p><b>Publications and Reporting</b></p> <ul style="list-style-type: none"> <li>• Assist with development and the delivery of publications including newsletters, annual report, statement of strategic intentions, briefings to incoming ministers, and other statutory reports, speeches, and presentations.</li> <li>• Actively lead and oversee new design requirements or changes associated with SFO reporting or branding.</li> <li>• Lead the regular surveys of the public and stakeholders, reporting to and advising the SLT of key messages.</li> </ul>	<ul style="list-style-type: none"> <li>• Agreed deadlines and agreed standards and costs achieved.</li> <li>• High quality communications for publication and reports.</li> <li>• Timely reporting to the ELT / SLT.</li> </ul>
<p><b>External Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>• Build and manage a network of key stakeholders to inform SFO’s engagement objectives.</li> <li>• Develop and lead the stakeholder engagement strategy for the SFO.</li> <li>• Influence counter fraud and anti-corruption engagement activities, to support SFO strategic initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement and analysis identify emerging issues and trends that require policy work.</li> <li>• Effective engagement with Justice Sector forums and initiatives, including policy advisory for domestic and international activities.</li> <li>• Engagement amplifies SFO campaigns and initiatives.</li> <li>• Engagement reflects favourably on the SFO.</li> </ul>

What you will do to contribute	As a result, we will see
<ul style="list-style-type: none"> <li>Provide expert advice and briefings to support external engagement.</li> </ul>	
<p><b>Relationship Management and Stakeholders</b></p> <ul style="list-style-type: none"> <li>Build and maintain effective relationships with the Chief Executive, ELT, SLT and wider SFO team (operational teams).</li> <li>Work closely with the Principal Policy Advisor to align SFO's communication strategies with SFO policy priorities and initiatives.</li> <li>Represent the SFO in Heads of Communications forums and relevant interest groups.</li> <li>Maintain trusted relationships with the Minister's office, Public Service Commission, Justice Sector agencies and other government stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Effective working relationships maintained with key stakeholders both internally and externally.</li> <li>Attendance at the appropriate forums to network and grow the SFO presence.</li> <li>Effective relationships that benefit the SFO and/or the wider system.</li> <li>Effective and highly collaborative relationships within the SFO.</li> </ul>
<p><b>Risk Management and Compliance</b></p> <ul style="list-style-type: none"> <li>Anticipate risks, emerging issues and reputational impacts and provide proactive communications mitigation strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Organisational risk is minimised, mitigated, or managed appropriately.</li> <li>Reporting aligns with legal and regulatory requirements.</li> <li>Reporting meets the needs of stakeholders.</li> </ul>
<p><b>Systems and processes</b></p> <ul style="list-style-type: none"> <li>Comply with agreed systems and application access and use policies and protocols.</li> <li>Enter and update data accurately and comprehensively.</li> </ul>	<ul style="list-style-type: none"> <li>Use of systems and applications align with agreed policies and protocols.</li> <li>Data is entered and updated in systems and applications accurately, comprehensively, and in a timely manner.</li> <li>Systems, applications, and data risks are effectively avoided or mitigated.</li> </ul>

Who you will work with to get the job done	
Internal	ELT / SLT Strategy and Prevention team Wider SFO team
External	Stakeholders – including the Minister's Office Media Other government agencies – particularly in the Justice Sector Suppliers – including web developers, brand and advertising agencies, printers

Your competency profile	What you will bring specifically
Keys to success: <ul style="list-style-type: none"> <li>Builds trust</li> <li>Drives engagement</li> <li>Plans and aligns</li> <li>Manages complexity</li> </ul>	Experience: <ul style="list-style-type: none"> <li>In strategic communications and engagement, preferably within the New Zealand public sector or a complex, high accountability environment.</li> <li>Proven record providing trusted advice to senior leaders and influencing organisational decision making.</li> </ul>

Your competency profile	What you will bring specifically
	<ul style="list-style-type: none"> <li>• Managing complex, sensitive, or high-profile communications issues, including risk and reputation management.</li> <li>• Managing media relationships and responding to high stakes media enquiries.</li> <li>• Delivering integrated communications across digital, social, and traditional channels.</li> <li>• Working in a Te Tiriti o Waitangi-aligned environment and engaging effectively with diverse communities.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>• Strategic thinking and advisory capability, with the ability to translate strategy into practical, high-quality delivery.</li> <li>• Highly developed written and verbal communication skills, with the ability to simplify complexity and tailor messages to diverse audiences.</li> <li>• Ability to influence, build credibility, and maintain trusted relationships with senior leaders and a wide range of stakeholders.</li> <li>• Sound judgement and the ability to operate effectively in complex, sensitive, and fast-moving environments.</li> <li>• Ability to take initiative and offer proactive advice and connect work across organisational functions.</li> <li>• Strong situational awareness, political nous, and an understanding of public sector context and expectations.</li> <li>• A growth mindset and commitment to continuous improvement.</li> </ul> <p>Other requirements:</p> <ul style="list-style-type: none"> <li>• A relevant tertiary qualification.</li> <li>• A practical, hands-on the tools approach and enthusiasm for rolling up your sleeves and getting things done in a small, high impact agency.</li> </ul>