SERIOUS FRAUD OFFICE
TE TARI HARA TĀWARE

Version: November 2026

Senior Advisor Communications and Engagement

Team:	**Strategy and Prevention**
Reports to:	**Principal Advisor Communications and Engagement**
Direct reports:	**None**
Indirect reports:	**None**
Delegations:	**None**
NZCIS Clearance:	**Confidential, if required**
Location:	**Wellington or Auckland**
Travel:	**Auckland or Wellington**

Being a Public Servant

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, 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 Senior Advisor Communications and Engagement

- Help improve and implement a coordinated, proactive, and effective corporate internal and external communications strategy.
- Support delivery of public awareness campaigns and announcements.
- Identify and develop stakeholder engagement opportunities and support the development and maintenance of a strategic engagement plan.
- Provide expert advice about communications and engagement.
- Operate in a way that is connected, agile, proactive, and responsive to stakeholders.
- Manage media enquiries.
- Produce and manage publications.
- Manage websites and social media pages.
- Manage brand and reputation.

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 or 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
Delivery of Communications Strategy • Provide recommendations on the communications strategy including content, brand, and messaging in releases, publications, website, social media, annual report, newsletters, and SharePoint. • Contribute to SFO internal and external events. • Maintain a high level of awareness and understanding of all aspects of the SFO's work, including case-related matters, issues before the Minister's office, and law enforcement issues across the wider public sector.	• A coordinated, structured approach to the delivery of communications both internally and externally. • Effective strategic and operational management of the SFO's communications channels to meet business needs. • Website has current and relevant information. • Best practice approach to communications and methodology. • Proactively seek to understand all aspects of the SFO's work.
Media • Handle media requests. • Liaise with the Chief Executive, ELT, SLT, and others where necessary, to prepare appropriate responses to queries. • Prepare media releases relating to SFO cases and matters generally. • Liaise with the SLT and other SFO employees to prepare media statements and seek sign off from the Chief Executive or their delegate.	• Timely and relevant media information shared, with the appropriate sign off from within the SFO, for external media releases. • Good relationships with the media • Balanced and where possible positive reporting of SFO activities.
Channels and Content • Create content and boost engagement on the SFO social media platforms. • Refresh and/or maintain the website and the presentation of information. • Deliver publications including newsletters, annual report, and other statutory reports, website content, speeches, and presentations. • Work on regular surveys of the Public and Stakeholders, reporting to and advising the SLT of key messages.	• Effective delivery of social media strategy • Easy to navigate, up-to-date website • High-quality communications for publication and reports. • Timely reporting to the ELT / SLT. • Agreed deadlines and agreed standards and costs achieved.

What you will do to contribute	As a result, we will see
• Lead on the production and publication of corporate documents • Support delivery of ministerial requirements such as select committee questions •	
Stakeholder Engagement • Actively build and help manage a network of key stakeholders to inform SFO's engagement objectives. • Help develop, implement, and maintain a stakeholder engagement strategy for the SFO. • Influence counter fraud and anti-corruption stakeholders to support SFO strategic initiatives. • Provide high level advice and briefings to support external engagement.	• Engagement and analysis identify emerging issues and trends that require policy work. • Engagement reflects favourably on the SFO.
Relationship Management and Stakeholders • Build and maintain working relationships with the Chief Executive, ELT, SLT and wider SFO team (operational teams). • Build and maintain working relationships with the Minister's office, Public Service Commission, Ministry of Justice, and other government stakeholders. • Develop and maintain effective external relationships.	• Effective working relationships maintained with key stakeholders both internally and externally. • Attendance at the appropriate forums to network and grow the SFO presence. • Effective relationships that benefit the SFO and/or the wider system. • Effective relationships within the SFO.
Risk Management and Compliance • Be cognisant of risks and mitigate.	• Organisational risk is minimised, mitigated, or managed appropriately. • Reporting aligns with legal and regulatory requirements. • Reporting meets the needs of stakeholders.
Systems and processes • Comply with agreed systems and application access and use policies and protocols. • Enter and update data accurately and comprehensively.	• Use of systems and applications align with agreed policies and protocols. • Data is entered and updated in systems and applications accurately, comprehensively, and in a timely manner. • Systems, applications, and data risks are effectively avoided or mitigated.

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

Your competency profile	What you will bring specifically
Keys to success: • Action orientated • Interpersonal savvy • Manages complexity	Experience: • in developing and delivering internal and external communication strategies, editorial responsibilities, and internal marketing. • in managing internal communications channels, including intranets. • in managing media relationships. Skills: • Comprehensive understanding of communications, public relations, and social media. • Knowledge of and experience in brand management. • Knowledge in design development and the use of design software applications. • Ability to work across all levels of an organisation and gain the confidence of the diverse group of stakeholders. • Proven planning and organisational skills. • Effective influencing skills. • Efficient communication skills. • Effective negotiating skills. • A growth mindset. Other requirements: • Preferably a good working knowledge of the regulatory environment, financial sector, and government sector in New Zealand and overseas. • Understanding of commerce and business in New Zealand. • A tertiary level qualification in a relevant discipline (e.g. communications, business, commerce, economics, journalism, law), or equivalent work experience.