

# **CENTRAL OTAGO DISTRICT COUNCIL**

## **JOB DESCRIPTION**

<b>POSITION</b>	: Regional Identity Advisor
<b>REPORTS TO</b>	: Community and Engagement Manager
<b>LOCATION</b>	: Alexandra

## **PRIMARY OBJECTIVE**

To cultivate and celebrate Central Otago's unique values and to foster understanding, ownership and promotion of "Central Otago - A World of Difference".

## **PRINCIPAL DUTIES AND RESPONSIBILITIES**

This role is custodian of the Central Otago Regional Identity. It is responsible for keeping our region's values firmly at the core of all that Council does, and for infusing and influencing community understanding of the district's shared values and taonga/treasures. The role will strive to ensure that the Central Otago Regional Identity brand story is deeply reflective of our people and place and is portrayed with integrity and in the highest quality.

## **KEY RESULT AREAS**

1. Oversee the use, promotion and further development of the Central Otago Regional Identity, both within Council and throughout the wider community.
2. Build relationships with Council staff and elected members to educate and inspire about the Central Otago Regional Identity values and a destination management approach to programme deliveries.
3. Encourage wider community understanding and ownership of Central Otago Regional Identity through genuine interactions and inspiring promotions.
4. Support and guide business and community representatives wanting to amplify and promote Central Otago's Regional Identity through a partnership programme; provide education, monitoring and oversight to ensure usage aligns with our values and brand story.
5. Develop visual and digital profiles that demonstrate and promote the Central Otago Regional Identity – e.g., interpretative signage, print media, photography, videography, social media.

6. Manage and administer digital assets associated with the Central Otago Regional Identity, including platforms such as websites and social media.
7. Advise, approve and monitor internal and external documentation that incorporates the Central Otago Regional Identity brand story, ensuring visual and content alignment with programme values and principles.
8. Oversee the Eden Hore Central Otago programme, and drive activities that align with the project's strategic direction.
9. Coordinate and deliver events and initiatives that exemplify and celebrate Central Otago's Regional Identity – e.g., the bi-annual Central Otago Awards.
10. Assist Council and the wider community in its bicultural journey by working alongside iwi to explain and celebrate our cultural values.
11. Encourage the use of Central Otago Regional Identity stories to leverage values-based opportunities for Central Otago.
12. Participate in projects and activities as part of the Community and Engagement team, Council's Civil Defence response unit, or as otherwise directed by your line manager.
13. Undertake any other duties as directed by the Chief Executive Officer.

## DELEGATIONS

Makes decisions within the authority delegated by the Community and Engagement Manager and Chief Executive.

## RELATIONSHIPS

### External

All public  
 Community and business groups  
 Regional Identity partners  
 Eden Hore Central Otago steering group  
 Eden Hore Central Otago Charitable Trust  
 Media  
 Other interested parties outside Central Otago

### Internal

Chief Executive Officer  
 GM Community Vision  
 Executive Team  
 Mayor and Elected Members  
 Community and Engagement team  
 Tourism Central Otago  
 Council work colleagues

## PERSONAL QUALITIES AND QUALIFICATIONS

### Experience/Knowledge

- Strategic and values-based relationship development

- Project management
- Public communication and presentation
- Brand development and visual design
- Strong and expressive written skills
- Building relationships and co-designing outcomes with Iwi/Māori
- Local government experience is preferred but not essential

### **Specific Skills**

- Excellent communication skills – oral, written, visual
- Excellent interpersonal and relationship skills
- Facilitation and public presentation skills
- Time management and organisational skills
- Ability to manage multiple projects at one time
- Confidentiality
- Online communication and design skills

### **Personal Qualities**

- Passion for Central Otago
- Ability to work with community, groups, individuals and businesses in a positive manner
- Ability to lead from behind – i.e., an influencer and enabler
- Articulate and relatable - ability to express ideas clearly and in a manner that relates to that audience type
- Self-motivated – driven, conscientious, work unsupervised
- Initiative and creativity
- Honesty and integrity
- Genuine, patient, tactful and supportive
- Sense of humour
- Self-confident and well presented
- A team player

## CORPORATE VALUES PROPOSITION



### OUR STAFF VALUES



#### Be Respectful

- Listen to learn and understand
- Respect our differences
- Act with integrity
- Be patient and kind



#### Work together

- Collaborate
- Communicate
- Cooperate
- Think across the organisation



#### Be courageous

- Speak up
- Deliver the best
- Take smart risks
- Be open to change



**Me manaaki tētahi ki tētahi, me pakihwitahi te fū – kia haere tahi ai tātou**

Respect each other, stand shoulder to shoulder - So that we may travel on this journey together

### OUR REGIONAL IDENTITY VALUES



#### 1. MAKING A DIFFERENCE

We will aspire and lead others with our special point of difference.

**We stand for:** Vision, being at the cutting edge, setting directions and accepting challenges.

#### 2. RESPECTING OTHERS

We will respect our cultural and personal differences.

**We stand for:** Inclusive actions; harmonious positive communities.

#### 3. EMBRACING DIVERSITY

We will recognise differences and embrace diversity.

**We stand for:** Freedom of ideas and different thinking.

#### 4. ADDING VALUE

We will always ask ourselves if there is a better way – one that achieves a premium status.

**We stand for:** Unique experiences and quality interactions.

#### 5. HAVING INTEGRITY

We will seek to be open and honest.

**We stand for:** Friendly interactions, community-mindedness and a truthful approach.

#### 6. LEARNING FROM THE PAST

We will learn from past experiences with future generations in mind.

**We stand for:** Making a positive difference to tomorrow.

#### 7. MAKING A SUSTAINABLE DIFFERENCE

We will make decisions in business with the community in mind and in harmony with the natural environment.

**We stand for:** Financial viability, sustainable business practices, quality and balance.

#### 8. PROTECTING OUR RICH HERITAGE

We will protect and celebrate our rich heritage in landscapes, architecture, flora and fauna and different cultural origins.

**We stand for:** A living heritage.

#### 9. MEETING OUR OBLIGATIONS

We will meet legal obligations at both a local and national level.

**We stand for:** Meeting building and resource consent obligations, OHS and DOC concessions.