



Institute of  
Public Administration  
New Zealand

## Job Description – Strategic Stakeholder Advisor

This role is to be worked 16 hours a week flexibly as required, with some time spent in the IPANZ office during the middle of the week.

**Key Relationships.** This role reports to the Executive Director (IPANZ). Other key internal relationships include IPANZ staff members, Board and the members of IPANZ, specifically staff in the public sector.

### Position Statement

This position focusses on both market research or intelligence gathering to inform IPANZ activities, and stakeholder marketing in relation to current and potential members of IPANZ.

It requires using personal networks and connections, scanning of a range of information sources and formal methods to determine what our members want and need from IPANZ. This must be fed back into various processes within IPANZ to inform events, communications, social media and the Public Sector Journal.

The position then works with the Executive Director and Events Manager to extend the reach, reputation and impact of all IPANZ activities to its members. This is the outreach or “marketing” side of the role. It is essentially about spreading as widely as possible the impact of IPANZ, including to the general public.

### Specific Responsibilities

#### Gathering of intelligence to inform IPANZ activities

- **Active market research:** To assist IPANZ understand what events, communications and training is most needed by our members. Advice to the Executive Director on the gaps and opportunities for IPANZ to meet and exceed the aspirations of its members.
- **Generation of a range of ideas for effective approaches for IPANZ in all its activities:** To assist the Events Manager and the Executive Director to develop all their activities in compelling ways to serve its members, translating the ideas into action.
- **Finding excellent content:** Assistance in bringing in excellent articles or ideas for the e-update or the LinkedIn social media, and the Journal through a wide-ranging perusal of useful content.

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Strategic Stakeholder Advisor

### Extending the reach and reputation of IPANZ

- **Marketing IPANZ:** Developing Ideas for ways of reaching more of our members, building new members and helping all IPANZ staff to maximise the impact of all current activities and products. This will include some support to help the new professionals' groups in IPANZ with marketing and extending their reach.

### Developing messages to the general public about the public sector

- **Informing the general public:** Develop ideas for communicating with the public about the public sector, finding partners with whom to work and the media assisting the Executive Director with producing and projecting these messages.

### Person specification

The person appointed to the strategic stakeholder advisor role will:

- Have excellent knowledge of the public sector in Aotearoa
- Be committed to fostering strong Māori/Crown relationships
- Ideally be well networked in the public service through different levels and sectors
- Have good knowledge of processes for gathering and insights and translating them into action
- Have ideas and ideally some experience on how to market an organisation such as IPANZ
- Be likely to have held a range of roles in the public service

### Skills and attributes

The person appointed to the strategic stakeholder advisor role will:

- Be a good supportive team player with all IPANZ staff
- Translate ideas into implementable reality smoothly
- Manage very good relationships, internally and externally
- Network highly effectively and with courage
- Be analytical and yet also strategic
- Be Innovative, persistent, proactive and ambitious for IPANZ