

16 March 2020

File ref: IRO- 9672

Marriam Ward

Email: [fyi-request-12165-4d315e37@requests.fyi.org.nz](mailto:fyi-request-12165-4d315e37@requests.fyi.org.nz)

Kia ora Marriam

### **Request for information – Response**

I refer to your request made under the Local Government Official Information and Meetings Act 1987 (the Act), received on 5 February 2020, and my subsequent decision notice to you on 5 March advising that the Council has granted your request for information.

You requested the following information, with reference to a job advertisement made by the Council for a Senior Social Media Advisor:

- 1. What are the last 3 scores/measurements/reports for culture/engagement for the Marketing Communications team**
- 2. A comparison of the answer to question 1 to the average score across the organisation, and any commentary on differences**
- 3. Whether the job ad referenced above was done in partnership with a recruitment firm (if so, which one)?**
- 4. Whether the job ad referenced above was approved by HR or whether this is not part of your process?**
- 5. Does the HR department think that the tone of the job ad supports the kind of culture that WCC aims for?**
- 6. Whether or not the job ad was prematurely taken down, and if so, why?**
- 7. Details on the "robust and challenging appointment process" that candidates would be put through.**

In order to provide you with further context about the information you have requested, please note that the social media role referred to in your questions was part of the Strategic Communications team, which forms part of the wider Communications and Engagement business unit at the Council. The Council has since refreshed its business unit groups. The survey results provided reflects the structure of the organisation at the time of the survey.

### **Question 1**

In March 2019, Wellington City Council staff completed an internal survey called Kōrero mai. Kōrero mai is an online survey that asked participants to rate to what extent they agree with a range of statements including leadership, culture, business processes, how we work with suppliers and our interactions with customers and ratepayers.

The following table shows the 2019 Kōrero mai Culture score for the former Strategic Communications team:

Questions	Score
I enjoy working for WCC	80%
I understand clearly how the things I do affect the ability of others in my team to do their job	76%
WCC is a great place to work	74%
There is a strong focus on how we can work together better as a team	70%
At WCC we celebrate achievements as a team	68%
I have the autonomy to make decisions with matters I am responsible for	64%
The contribution of individuals is recognised	58%
Our Leadership Team (CE and members of ELT) supports people who come forward with new ideas and innovations	57%
Effective cross-functional teams are common in WCC	56%
We have clear and effective systems for dealing with intimidating behaviour and workplace bullying, which are applied equally to everyone	55%
Honesty and directness are valued at WCC	51%

March 2019 is the first of such survey. The next Kōrero mai survey will be held during May 2020.

The previous two cultural surveys were held in 2017 and 2013. Both these survey uses a tool called the Human Synergistic. Because the Human Synergistic tool is different from the 2019 Kōrero mai survey, the results are not comparable. The Council has previously released on its website, information about the 2017 and 2013 cultural survey results. The information can be found using these links:

- [Culture and Climate Survey Results 2017 and 2013](#)
- [Culture and climate survey data](#)

We do not hold data at the Strategic Communications team level for the 2017 and 2013 culture survey results. As the information is not held, this part of your request is refused under Section 17(g) of the Act. We do have the survey results for the wider Communications and Engagement business unit area. Please let me know if you would like a copy of this information.

## Question 2

The following table shows the 2019 Kōrero mai Culture score for the Council.

	Score
I understand clearly how the things I do affect the ability of others in my team to do their job	82%
I enjoy working for WCC	80%
WCC is a great place to work	76%
I have the autonomy to make decisions with matters I am responsible for	75%
There is a strong focus on how we can work together better as a team	70%
At WCC we celebrate achievements as a team	68%
Honesty and directness are valued at WCC	64%
The contribution of individuals is recognised	63%
Our Leadership Team (CE and members of ELT) supports people who come forward with new ideas and innovations	62%
We have clear and effective systems for dealing with intimidating behaviour and workplace bullying, which are applied equally to everyone	60%
Effective cross-functional teams are common in WCC	54%

The score for the Strategic Communications team is consistent with the overall organisation results. Please refer to our website for more information about the [2019 Kōrero mai survey results](#).

### Question 3

The job advertisement for the Senior Social Media Advisor was managed internally by the Council.

### Question 4

Hiring managers are required to follow the Council's recruitment policy and guidance when recruiting. The Council's standard process for advertising jobs does not require approval by the Human Resources (HR) team. Hiring managers may seek the advice from the Human Resources team, who provides recruitment support and employment related services.

The hiring manager had consulted the Council's HR team about the job advertisement. The Council's HR team was comfortable with a different approach to the job advertisement, given the nature of the role being advertised and noting that an edgier approach had proved successful with attracting and recruiting for other roles at the Council.

### Question 5

The HR team supports trying different and creative approaches to attracting and recruiting people who share our passion for Wellington and have the same values that we do.

Our values underpin the Council's organisational culture. Our Council values are:

- **He tangata, he tangata, he tangata:** We put people at the heart of what we do
- **Whakapai ake:** We're always improving
- **Mahi ngātahi:** We collaborate
- **Mana tiaki:** We care for our places

### Question 6

In the spirit of Whakapai ake: We're always improving, if one approach does not work effectively, then we should be open to alternative approaches and ideas. In this case, there was some negative reaction on twitter to the job advertisement. It was apparent that the straight-talk and humour was misunderstood or had not translated well in print. As such, the job advertisement was taken down and the recruitment approach reassessed.

### Question 7

Shortlisted candidates were invited to deliver a presentation on a specified topic to a panel of interviewers. The interview process included a series of interview questions which probe the position's key requirements, testing both technical and behavioural competencies.

### More information

I trust this information is of assistance to you. For more information about working at Wellington City Council, please refer to our website at <https://careers.wellington.govt.nz/working-here>. If you have further questions, please feel free to contact me at [assurance@wcc.govt.nz](mailto:assurance@wcc.govt.nz).

### Right of review

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

Ngā mihi

**Phyllis Lee**

**Team Leader Complaints and Information Assurance**

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