



Me aro koe ki te ha o Hineahuone
"Pay heed to the dignity of women"

**Te Puawaitanga
ki Ōtautahi Trust**

Mō tātou a mō ngā uri a muri ake nei
"For us and for those who will come after us"

Position Description

Role Title: Communications Advisor

Reporting to: General Manager

Direct Reports Nil

Organisation Vision

Safe, healthy, stable, and connected whānau securing positive futures for all generations.

Whakatauki

Me aro koe ki te hā o Hineahuone

Pay heed to the dignity of women

Mō tātou, ā, mō ka uri ā muri ake nei

For us and our children who come after us

Organisation Mission

We enhance the health and wellbeing of Māori/women and their whānau to achieve their aspirations.

Organisation Values

RAPUORA - *in search of excellence in health*

MANAAKITANGA - *support, nurture and take care of*

WHANAUNGATANGA - *belonging, respectful relationships and whakapapa.*

WAIRUATANGA - *spirituality, mental wellbeing, cultural identity, and balance*

KOTAHITANGA - *unity, common purpose, and cohesiveness*

RANGATIRATANGA - *leadership, cultural identity, responsibility, and accountability*

PUAWAITANGA - *nurturing, empowerment and development of oneself and one's whānau.*

AROHA - *love, compassion, and empathy*

Purpose of the role

As Te Puawaitanga ki Ōtautahi Trust's Communications Advisor, you will have responsibility for delivering, monitoring and updating the organisation's Communications Plan.

We want someone who is approachable, organised, creative and can connect with and build strong relationships with our staff, clients, and other relevant stakeholders

Key Result Areas

1. External Communications

- 1.1. Provide support and advice to staff on projects requiring strong communications and engagement elements
- 1.2. Provide on the ground support during key communication and engagements events, such as information sessions and community engagement
- 1.3. Support development of key external communications material
- 1.4. Serve as point of contact for media and public questions
- 1.5. Build good working relationships with media providers and maintain a database of key media organisations and contacts within them
- 1.6. Assist the General Manager, Kaiwhakahaere and Board with proactive media campaigns, speeches, and media releases

2.0 Internal Communications

- 2.1 Deliver key communications including the annual report and regular panui
- 2.2 Protect brand integrity through enhancing the integration of standards across the agency
- 2.3 Co-ordinate the design of promotional materials and social media content that reflects the identity, vision, and values of the organisation
- 2.4 Co-ordinate graphic design, photography, videography to enhance our communications as required and in line with our brand standards
- 2.5 Support and advise staff to identify communication needs
- 2.6 Engage with teams to identify and develop stories relevant to their areas and target audiences
- 2.7 Together with IT Manager, support the development of effective internal communication tools

3.0 Digital Communications

- 3.1 Develop, manage, and maintain the website – ensure content is fresh and engaging and aligns with business priorities
- 3.2 Maintain, support, and monitor our online presence and social media channels.
- 3.3 Content is published across all channels in a timely manner and adheres to brand guidelines
- 3.4 Liaise with other staff members to assist with the promotion of campaigns, events, opportunities, and achievements online
- 3.5 Develop and run digital campaigns for relevant community awareness in liaison with team leaders and staff
- 3.6 Maintain digital media archives including photos and videos
- 3.7 Maintain digital profile of key personnel and stakeholders

4.0 Professional Development

- 4.1 Participate in professional learning and development activities.
- 4.2 Participate in regular planned support and supervision with General Manager
- 4.3 Participate in individual position planning and review meetings.

5.0 Health and Safety

Promote and take individual responsibility for good workplace health and safety practices.

- Be personally responsible for your own and others health and safety at work.
- Promote and participate in health and safety processes, maintain a safe workplace, and ensure all equipment is always used correctly.
- Be familiar and work with organisation health and safety policy and procedures.
- Always establish and insist upon safe methods and safe practices.
- Continue to hold a full and unrestricted Drivers Licence.

6.0 Information Technology

Use of computers, smart phones and other IT equipment are required as part of the role. Experience and skills in the use of the Microsoft Office software e.g., Word, Outlook, Excel is essential.

7.0 Other Duties

- The key tasks/accountabilities of the role may change from time to time so that Te Puawaitanga ki Ōtautahi is able to adapt to changes in the business environment.
 - Support our special nature as a kaupapa Maori organisation.
 - Support special activities that the organisation undertakes or participates in.
-

Preferred qualifications, experience, skills, and knowledge

Qualifications

- Tertiary qualification in Communications and Te Ao Māori are relevant to this position.
- Drivers Licence – full and unrestricted

Experience

- Relevant work experience in a related field such as communications, public relations, or marketing
- Experience in promotion, and online communication tools including social media platforms
- An inclusive approach that supports the principles in working with Māori and in a kaupapa Māori environment
- Experience liaising with Iwi, Māori, whānau and/or media
- Working in the community and social services sector

Skills and Knowledge

- Excellent written and oral communication skills, with the ability to present information and influence outcomes
- Attention to detail
- An affinity with systems and understanding of a variety of communications related software
- Understanding of the barriers to whānau aspirations
- Tikanga Māori, cultural values and beliefs
- Te Tiriti o Waitangi
- Whānau Ora approach

Key competencies

- Confidentiality –always maintain confidentiality
- Strong relationship and interpersonal skills
- Professionalism - a commitment to representing the organisation favourably and work according to policies and procedures.
- Ability to comply with the requirements of legislation such as the Privacy Act, Health and Safety and Child Protection.
- Working from a Māori perspective promoting and understanding the Māori world view
- Flexibility – ability to work flexibility, with integrity and confidentially.
- Planning and Accountability – effective planning, organising, and reporting.
- Sharp eye for detail, be quick thinking, have great intuition and be intuitive with strong prioritisation skills and inherent ability to multitask.
- Quality Focus – Committed to achieving and maintaining quality standards which are relevant and positive for the organisation.

Signed by:

(Name of position holder)

Date: