

Māori Communications Specialist

Start Date: **Contract Type:** Full time
End Date: **Location:** Auckland

About Te Ara Ahunga Ora Retirement Commission

Te Ara Ahunga Ora is the office of the Retirement Commissioner. Te Ara Ahunga Ora aims to help New Zealanders to retire with confidence. Retiring with confidence means New Zealanders feel secure that they'll have resources to live and the know-how to make ends meet. You might know us for our award-winning sorted.org.nz website, but there's much more to us than that.

We focus on three areas; Retirement Policies, Retirement Villages and Financial Capability. As part of our role we advise Government on the policies that will enhance retirement outcomes for New Zealanders. We also help support individuals to better prepare for retirement, and we contribute to better understanding of what retirement means in the 21st century. Times are changing.

TĀ MĀTOU PŪTAKE OUR PURPOSE

To empower the people of Aotearoa on their journeys to a better retirement

TĀ MĀTOU WHAKAKITENGA OUR VISION

New Zealanders retire with confidence

TĀ MĀTOU KAUPAPA MĀTĀMUA OUR MISSION

Provide *trusted information*, *informed advocacy* and *effective collaboration* to improve retirement outcomes for all.

Our Values

Kia manawanui Let us be big hearted

E tipu, e rea We grab the best of both worlds to flourish

Me hoe tahi We paddle as one

He taonga te pono We treasure truth

Position purpose

The Māori Communications Specialist reports to the Director, Stakeholder Relations, and will be part of a small team of communications and stakeholder specialists working across the different areas of Te Ara Ahunga Ora.

This role will have a close working relationship with the Kaihautū and senior Māori staff in the Te whai hua -kia ora! Sorted in Schools programme.

This role will provide valuable communications support and expertise to an interesting array of projects, marketing campaigns and other initiatives.



Using your experience and knowledge of tikanga Māori and communications in a Māori context to develop a variety of content including blogs, social media posts, website content, eDMs, corporate publications and media responses.

This is a highly collaborative role working across the organisation, identifying great story opportunities to pitch to media, as well as tailoring these ideas into content to be used across Te Ara Ahunga Ora and Sorted's owned channels.

It requires a high level of agility, understanding of the New Zealand media landscape, consumer motivations and needs, respect for the requirements of government accountability, and a passion for fostering a happy internal culture.

Key aspects of the role include

- Producing content and communications materials with a Māori focus for Te Ara Ahunga Ora and Sorted.
- Providing advice and support across the organisation to ensure communications are appropriate for Māori.
- Communications planning for owned and earned channels
- Media liaison
- Supports social media community management for Sorted and Te Ara Ahunga Ora
- Assists in the publication and release of corporate reports, and research and policy papers.

Working relationships

Reports to:	Director, Stakeholder Relations
Member of:	Stakeholder relations and communications
Direct reports:	Nil
External relationships:	NZ media, external partners.
Internal relationships:	Works collaboratively across the organisation

Responsibilities and accountabilities

Pillar	Responsibilities
Trusted Information	<ul style="list-style-type: none"> • Excellent writing skills, with the ability to strip away jargon from sometimes complex financial language to present them in an appropriate way to media and relevant audiences • Write website content, social, engaging edms, media releases, media briefs, backgrounders, fact sheets, opinion pieces, questions and answers, key messages, information kits, and blogs • Contribute to marketing communications planning for Sorted • Contribute to corporate communications planning, including developing PR initiatives, publications and releases • Support social media community management



	<ul style="list-style-type: none"> • Utilise in-house personal finance, behavioural science and culturally competent subject matter expertise to ensure factual and motivating content • Uphold style and brand guidelines, ensuring consistent tone of voice for content across all internal and external communications • Leverage data insights to help inform and develop content and continuously improve the content created for all communications. • Maintain an up-to-date awareness of the financial capability and retirement environment as reflected in the New Zealand news agenda, political activity and stakeholder views • Incorporate Te Reo and Te Ao Māori into internal and external communications. • Take guidance from the Director, Stakeholder Relations on media liaison.
Effective Collaboration (external)	<ul style="list-style-type: none"> • Works with Director, Stakeholder Relations to implement earned media and publicity, working with key internal stakeholders • Work across the team to develop content and other communications materials relevant to our Māori audiences. • Develop and implement communication plans for a variety of projects and programmes, including publications, website content, eDMs and engagement plans for events. • Build good relationships with media and key industry stakeholders.
Effective Collaboration (internal)	<ul style="list-style-type: none"> • Work closely with the Kaihautū to help champion Te Reo Māori and Te Ao Māori • Ability to effectively operate and influence across all levels of the organisation. • Actively participates in team and organisation wide meetings and events • Facilitates open communication and listens to feedback and input from other team members • Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate this into every aspect of work • Acknowledges other team members' skills, experience, knowledge, creativity, and contributions • Understands diversity - cultural differences, gender, multiple viewpoints, special interest groups and age differences.
Safety, Health and Wellbeing (all positions)	<ul style="list-style-type: none"> • Take reasonable care of own health and safety and ensure that actions don't cause harm to yourself or others



	<ul style="list-style-type: none"> • Te Ara Ahunga Ora is 100% COVID vaccination workplace – as part of the public service there is an expectation that all employees should be vaccinated. • Comply with any reasonable instructions, policies or procedures on how to work in a safe and healthy way • Rectifying minor health and safety issues where authorised and safe to do so • Reporting any hazards including unsafe conditions, equipment or practices, as soon as practicable . • Ensure not under the influence of alcohol, drugs or medication which affects your ability to perform duties safely or efficiently • Report any incidents or injuries sustained while working and seeking appropriate first aid • Ensuring all health and safety equipment is used correctly.
--	---

Essential skills and experience

- Team player – General attitude and conduct reflects a supportive, collaborative and constructive approach
- Resilient - Show composure and a sense of perspective during change and can help others maintain optimism and focus
- Curious - Show curiosity, flexibility, and openness
- Communication – communicates clearly, professionally and constructively both verbally and in writing; letters and reports and submissions are accurate and well structured
- Ability to deliver - Works well under pressure, can prioritise and manage workload, meets expected deadlines, carries out instructions completely and accurately, uses knowledge and experience to inform decisions, demonstrates technical skills to deliver role expectations and takes appropriate action without being prompted
- Flexibility - Take a creative approach; work cheerfully within and across teams to tackle different activities to improve outputs and help other team members

Position specific:

- Tertiary qualification in relevant discipline (Communications, Public Relations, Marketing) or demonstrated experience
- At least 1 - 5 years' experience in a communications, marcomms, or journalism role.
- Excellent written and verbal communication and interpersonal skills
- Experience with writing content for multiple channels targeted to a wide variety of audiences
- Proficient in Te Reo Māori me ōna tikanga is desirable
- Good understanding of Te Ao Māori – whakapapa, whānau, hapu, iwi
- Demonstrated experience in co-ordinating and integrating communication planning within a workstream
- Strong planning and organisational skills
- Some CMS and CRM experience – preferably with Silverstripe and Hubspot



- Demonstrated professionalism and strong work ethic, including maintaining confidentiality
- Proactive self-starter who uses initiative

Acknowledgement

This position description serves to illustrate the scope and responsibilities of the position and is not intended to be an exhaustive list of all tasks and duties. You will be required to perform other job-related tasks as requested and as necessitated by the development of this role and the organisation. This position description may also be modified and updated from time to time to reflect these changes.

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

Employee

Date

Manager

Date

