



A wānanga provided in section 162(4)(b)(iv) of the Education Act 1989, is characterised by “teaching and research that maintains, advances and disseminates knowledge and develops intellectual independence, and assists the application of knowledge regarding āhuatanga Māori (Māori tradition) according to tikanga Māori (Māori custom)”.

<b>Tūranga</b> <i>Position</i>	Advisor - Communications (Māori)	
<b>Uepū / Wāhanga</b> <i>Department</i>	Whakatairanga / National Communications & Marketing	
<b>Takiwā / Rohe</b> <i>District</i>	Te Puna Manaaki	
<b>Wāhi Mahi</b> <i>Location</i>	Te Awamutu	
<b>Whakatau ki</b> <i>Reports to</i>	Manager - Communications & Engagement	
<b>Māka Pūtea</b> <i>Salary Grade</i>	<b>Level 7</b>	
<b>Māngai Pūtea</b> <i>Financial Delegation</i>	N/A	
<b>Wā Roanga</b> <i>Tenure</i>	Permanent, Full-time	
<b>Ngā Rōpu Whaihua</b> <i>Functional Relationships</i>	<u>Internal</u> <ul style="list-style-type: none"> <li>• TWoA Kaimahi</li> <li>• Taura</li> <li>• Leadership Team</li> <li>• Uepū &amp; Takiwā Management</li> </ul>	<u>External</u> <ul style="list-style-type: none"> <li>• External stakeholders</li> <li>• Hapū and Iwi</li> <li>• Online key influencers</li> <li>• Consultants &amp; Suppliers</li> <li>• Internal &amp; External Auditors</li> <li>• Contractors and Delivery Partners</li> <li>• Other Tertiary Providers</li> </ul>

**Pūtake Tūranga - Role Purpose**

The primary purpose of the Advisor – Communications (Māori) is to deliver prompt and high-quality te reo and tikanga Māori support to uphold the bilingual continuity of our communications, marketing and design resources and materials at Te Wānanga o Aotearoa.

Key Deliverables	Success Factors
<ul style="list-style-type: none"> <li>- Offer expert support in te reo and tikanga Māori to facilitate the creation and advancement of brand, stakeholder, and corporate communications campaigns</li> <li>- Assess, revise, and offer accurate translations that adhere to technical and grammatical standards while preserving our campaigns creative essence</li> <li>- Formulate te reo Māori messaging suitable for articles, publications, social media, websites, video and radio content, and other relevant platforms</li> </ul>	<p><i>Please Note: Key Deliverables have been provided - Key Performance Indicators and Success Factors will be negotiated between kaimahi and management post appointment.</i></p>
High Level Accountabilities	Success Factors
<ul style="list-style-type: none"> <li>- Produce, edit and finalise copy and other written materials and translate into te reo Māori             <ul style="list-style-type: none"> <li>• Ensure the original meaning and intent of text is not lost</li> <li>• Ensure that technical terms are correctly translated</li> </ul> </li> <li>- Research and gather information to be used in translations including digital, website, social media, radio and other creative outputs</li> <li>- Contribute to the development, review and implementation of communications plans</li> <li>- Identify, pitch, write and edit stories about kaupapa or people related to Te Wānanga o Aotearoa to stakeholders ensuring alignment with marketing and recruitment priorities</li> <li>- Facilitate interviews, speech writing and other media related activities to support publicity and event requirements</li> <li>- Work with the creative and marketing teams to develop ideas for campaign videos, podcasts and other advertising and communications activities</li> <li>- Ensure all te reo Māori content is aligned to target audiences, complies with Ako and legislative requirements and aligns to brand and media guidelines</li> </ul>	<p><i>Please Note: High Level Accountabilities have been provided - Key Performance Indicators and Success Factors will be negotiated between kaimahi and management post appointment.</i></p>

<b>Stakeholder Relationships</b> <ul style="list-style-type: none"> <li>- Establish and maintain quality internal relationships with kaimahi across the TWoA</li> <li>- Act according to a clear set of ethical principles aligned with TWoA Ngā Uara and challenge behaviour which does not meet ethical standards</li> </ul>	<ul style="list-style-type: none"> <li>- Internal kaimahi relationships are established and maintained with effective communication and engagement and demonstrated outcomes</li> <li>- A professional and honourable reputation is maintained for the team on behalf of TWoA in all aspects and areas</li> </ul>
<b>Health and Safety</b> <ul style="list-style-type: none"> <li>- Comply with all health, safety and wellness policy and procedures</li> <li>- Recognise and address circumstances to prevent unhealthy or unsafe situations</li> <li>- Perform any manual duties in a safe and responsible manner</li> <li>- Report faults in accordance with policy</li> <li>- Process risk management forms and health and safety issues accordingly</li> </ul>	<ul style="list-style-type: none"> <li>- Health, safety and wellness policies and procedures are adhered to and complied with</li> <li>- Risk minimisation assessment is completed and any identified mitigation action taken</li> <li>- Zero harm while carrying out duties and programme delivery meets all safety standards as outlined in policy and procedures</li> <li>- Faults are reported immediately to relevant personnel</li> <li>- Forms are completed that accurately reflect risks and health and safety issues</li> </ul>
<b>Other Duties</b> <ul style="list-style-type: none"> <li>- Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications</li> <li>- Undertake professional development as identified</li> <li>- Attend hui kaimahi as requested</li> <li>- From time-to-time all kaimahi are encouraged to engage in other activities outside their assigned duties, such as (but not limited to) setting up and attending powhiri, hosting visitors, recruitment drives and supporting other kaimahi in their roles</li> </ul>	<ul style="list-style-type: none"> <li>- Requests by the employer are undertaken</li> <li>- Professional development is undertaken as agreed</li> <li>- Hui are attended as required</li> <li>- Positive engagement in activities that contribute to the overall functionality and operation of Te Wānanga o Aotearoa</li> </ul>

*The employee shall be required to exercise all their skills and knowledge in the achievement of the position objectives and to follow any current or future procedures and policies related to achieving the objectives.*

*The responsibilities and expectations outlined in this position description may alter as business needs change. In addition specific objectives and outcomes will be agreed to with the kaimahi's manager on an annual basis at performance review.*

**Person Specification:**

<p><b><u>Qualifications and Experience</u></b></p>	<p><b>Qualifications:</b></p> <ul style="list-style-type: none"> <li>• Graduate of Te Panekiretanga or relevant Te Reo Māori qualification of Level 7 or above</li> <li>• Full NZ Driver Licence</li> </ul> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• 3+ years of experience in creating written and verbal communication materials in both English and te reo Māori</li> <li>• Proficient in generating, testing, and reviewing te reo Māori copy and scripts for video, radio, and social media</li> <li>• Well-versed in communications and marketing campaigns, with a strong understanding of what resonates with audiences</li> <li>• Demonstrated expertise in translating between English and te reo Māori, comfortable with producing creative te reo Māori content</li> </ul> <p><b>Āhuatanga Māori:</b></p> <ul style="list-style-type: none"> <li>• Knowledgeable in te ao Māori (Māori World) and is seen as a leader for āhuatanga Māori (values, culture and tikanga)</li> <li>• Fluent in spoken and written te reo Māori and can provide guidance and leadership in this area</li> <li>• Understands and is an advocate for using Te Wānanga o Aotearoa values in the workplace</li> </ul>
<p><b><u>Technical Skills</u></b></p> <p>Are the specialised skills and abilities required for a particular role</p>	<ul style="list-style-type: none"> <li>• Exceptional written and verbal communication abilities in both English and te reo Māori</li> <li>• Extensive knowledge of te reo Māori dialects and tikanga across various iwi and hapū</li> <li>• Excellent skills in managing relationships and building rapport</li> <li>• Intermediate proficiency in Microsoft Office Suite (Outlook, SharePoint, Word, PowerPoint, Teams)</li> </ul>
<p><b><u>Behavioural Skills and Attributes</u></b></p> <p>Behavioural Competencies are the role specific behaviours and attitudes required by kaimahi (staff) to be successful in their roles</p>	<p><b>Approachability</b> Makes others feel comfortable, welcomed and at ease should they need support, help or advice. Is perceived as helpful, genuine and amicable.</p> <p><b>Creativity</b> Generates many new and unique ideas and ways to implement these ideas successfully; and is seen as original and value-adding in brainstorming settings.</p> <p><b>Dependability</b> Responsible and accountable for actions, is dependable for meeting deadlines and follows through to get things done.</p> <p><b>Flexibility</b> Works effectively within a variety of situations and with diverse individuals or groups.</p> <p><b>Quality Orientation</b> Produces high quality work and results.</p> <p><b>Relationship Management</b> Proactively develops and maintains effective internal and external relationships to facilitate the achievement of work goals.</p>

	<p><b>Technical Credibility</b> Uses technical knowledge, expertise and skills to perform effectively within a specific area or function.</p> <p><b>Time Management</b> Uses time effectively and efficiently; concentrates efforts on the most important priorities; and independently handles several tasks at once.</p>
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