

A wānanga as provided under section 398D of the Education and Training Act 2023, is characterised by “Māori, and have been instrumental in establishing; a wide diversity of teaching and intellectual endeavour that is closely interdependent; associated with higher learning; and are kaitiaki of mātauranga Māori, te reo Māori, and Tikanga Māori within the tertiary education sector. A wānanga positions themselves within the networks of Indigenous tertiary institutions across the world and contribute to the setting of international Indigenous standards of teaching and intellectual endeavours”.

Tūranga Position	Change Communications Specialist	
Uepū / Wāhanga Department	Te Pae Tawhiti Office	
Takiwā / Rohe District	Te Puna Manaaki	
Wāhi Mahi Location	Te Puna Manaaki – Te Awamutu	
Whakatau ki Reports to	Pouwhakahaere Te Pae Tawhiti	
Māka Pūtea Salary Grade	7	
Wā Roanga Tenure	Two Fixed Term	
Ngā Rōpu Whaihua Functional Relationships	<u>Internal</u> <ul style="list-style-type: none"> • Kaiwhakatere • Ngā Pouwhakahaere • Te Mana Whakahaere and Governance committees • TPT Office dedicated and support kaimahi • Directors • Kaimahi 	<u>External</u> <ul style="list-style-type: none"> • Consultants • External Stakeholders (Contractors and Suppliers) • Taura, iwi, hapū and whānau • Relevant external agencies and providers (TEC, MoE, NZQA)

Pūtake Tūranga - Role Purpose

The Change Communications Specialist will develop and execute effective, impactful communication strategies to support transformation initiatives across Te Wānanga o Aotearoa. This role ensures that all internal and external stakeholders are well-informed, engaged, and aligned with the goals and progress of the change efforts. The Communications Specialist will also tailor messaging to reflect the values and cultural context of Te Wānanga o Aotearoa, embedding kaupapa Māori principles in all communication activities.

Key Objectives	Key Accountabilities
Communication Planning and Strategy Development:	<ul style="list-style-type: none"> • Develop a comprehensive communication plan for each phase of the transformation, ensuring alignment with TWoA strategic goals and cultural principles, particularly Kaupapa Matua. • Design and implement targeted messaging to reach diverse stakeholder groups, including kaimahi, tauira, iwi and community partners.
Stakeholder Engagement:	<ul style="list-style-type: none"> • Work closely with internal and external stakeholders to gather insights, feedback, and input on communication needs. • Facilitate dialogue and feedback loops to ensure two-way communication channels. • Develop engagement activities (e.g., Q&A sessions, feedback forums) to address concerns and foster a sense of involvement and ownership in the transformation process.
Content Creation and Distribution:	<ul style="list-style-type: none"> • Create engaging content for various platforms, including emails, newsletters, intranet updates, presentations, and social media. • Tailor messaging for different audiences, ensuring it is accessible, relevant, and aligned with kaupapa Māori principles.
Change Management Support:	<ul style="list-style-type: none"> • Collaborate with Change Managers and the Tangata Change Readiness Lead to coordinate communication efforts with change readiness and training activities. • Provide communications support for change-related events, workshops, and training sessions, ensuring clear and consistent messaging.
Change Advocacy and Storytelling:	<ul style="list-style-type: none"> • Develop narratives that articulate the vision and benefits of change initiatives. • Act as a change ambassador, promoting a culture of openness, collaboration, and trust.
Crisis and Risk Communication:	<ul style="list-style-type: none"> • Proactively address potential communication risks and manage sensitive issues. • Provide clear, empathetic messaging during periods of uncertainty or resistance.

Key Objectives	Key Accountabilities
Monitoring and Feedback:	<ul style="list-style-type: none"> • Track the effectiveness of communication initiatives using feedback tools, surveys, and analytics, adjusting strategies as needed. • Report on communication impact and engagement levels to the Pouwhakahaere Te Pae Tawhiti and Governance Committee.
Cultural Sensitivity and Alignment:	<ul style="list-style-type: none"> • Ensure all communication reflects the values, language, and practices of kaupapa Māori, respecting the cultural identity of Te Wānanga o Aotearoa. • Engage with Pouwhakahaere and cultural leaders to ensure communications are culturally appropriate and inclusive.
Environmental, Safety and Wellness Management:	<ul style="list-style-type: none"> • Demonstrate a commitment to Te Wānanga o Aotearoa health and safety rules and procedures and take reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety of others. • Report potential risks, incidents and near misses so the organisation can investigate, and eliminate or minimise harm or risk of harm.

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 manager on an annual basis at performance review.

Person Specification

Kaupapa
Commitment*

Technical Skills &
Knowledge

Behavioural
Competencies

Qualifications &
Experience



Qualifications and Experience

Qualifications

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field.
- Full NZ Drivers Licence (Class 1)

Experience

- 5+ years of experience in change communication, corporate communication, or a similar role, preferably within an educational or cultural organisation.
- Proven track record of designing and executing impactful communication strategies.
- Strong understanding of kaupapa Māori principles, with experience in culturally sensitive communications.
- Excellent verbal and written communication skills, with the ability to adapt messaging for diverse audiences.
- Proficiency in content creation tools (e.g., Adobe Creative Suite, Canva) and digital communication platforms.
- Demonstrated experience in stakeholder engagement and feedback analysis.
- Ability to work collaboratively in a cross-functional team environment and handle multiple priorities in a fast-paced setting.

Āhukatanga Māori (Essential)

- Demonstrable commitment to participating fully in cultural activities (e.g. pōwhiri / karakia /Te Whāriki) and motivated to further develop an understanding of Māori values.
- Ability to greet and acknowledge people in Te Reo Māori and pronounce Māori words correctly. Commitment to further developing personal competence in Te Reo Māori, if required.

Key Competencies & Attributes

Communication Excellence

- Exceptional written and verbal communication skills, with the ability to convey complex ideas clearly and persuasively.
- Skilled in storytelling and creating messages that resonate with diverse audiences

Strategic Thinking

- Ability to align communication strategies with organisational goals and transformation priorities.
- Proactive in identifying opportunities and addressing challenges.

Relationship Building

- Strong interpersonal skills to establish trust and rapport with stakeholders.
- Skilled in managing relationships across all levels of the organisation, including executive leadership and Te Mana Whakahaere members.

Cultural Competence

- Deep understanding of Māori culture, values, and traditions, with the ability to incorporate these authentically into communication practices.

Adaptability and Resilience

- Ability to manage ambiguity and adjust communication approaches in dynamic environments.
- Remains calm and effective under pressure, particularly during crises or challenging periods of change.

Digital Proficiency

- Expertise in leveraging digital communication tools and platforms, including content management systems, editing software, and social media.
- Familiarity with analytics tools to measure communication effectiveness.

Collaboration and Teamwork

- Thrives in a team environment, contributing to shared goals and supporting other members of the Te Pae Tawhiti Transformation Office.
- Experience working in cross-functional teams and fostering collective ownership of outcomes.