

A wānanga as provided under section 398D of the Education and Training Act 2020, is an institution that: “Māori, 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 contributes to the setting of international indigenous standards of teaching and intellectual endeavour”.

<b>Tūranga / Position:</b>	Te Pae Tawhiti Communications and Engagement Manager	
<b>Uepū / Wāhanga / Department:</b>	Te Pae Tawhiti Office	
<b>Takiwā / Rohe / District:</b>	Te Puna Manaaki	
<b>Wāhi Mahi / Location:</b>	Anywhere in Aotearoa	
<b>Reports to:</b>	Te Pae Tawhiti Transformation Director	
<b>Whakatau ki / Direct reports:</b>	0-2 TBC	
<b>Indirect Reports:</b>	0	
<b>Māka Pūtea / Salary Grade:</b>	10	
<b>Wā Roanga / Tenure:</b>	Two-year fixed term	
<b>Key Relationships:</b>	<b>Internal:</b>	<ul style="list-style-type: none"> <li>• Kaiwhakatere</li> <li>• Ngā Pouwhakahaere</li> <li>• Te Mana Whakahaere (TWoA board)</li> <li>• Te Pae Tawhiti Steering Committee</li> <li>• Te Pae Tawhiti Office</li> <li>• Taupārongo (digital transformation), Kiriwhanake (HR) and Whakatairanga (communications) Teams</li> <li>• Directors</li> <li>• Kaimahi</li> </ul>
	<b>External:</b>	<ul style="list-style-type: none"> <li>• Iwi and hapū</li> <li>• Tauira</li> <li>• Relevant external agencies</li> <li>• Other key partners</li> </ul>

### Pūtake tūranga / Role purpose

The Te Pae Tawhiti Communications and Engagement Manager will lead the design and delivery of clear and effective communications that support the successful implementation of Te Pae Tawhiti 2030 – one of the most significant transformations in the history of Te Wānanga o Aotearoa. Working across a broad portfolio of initiatives – including digital transformation, system and process redesign, organisational

change, and improved experiences for kaimahi and taura – they will develop and implement integrated change communication plans that prepare leaders, kaimahi, taura, and key partners for change.

They will ensure that all communications related to Te Pae Tawhiti 2030 initiatives are joined-up, up to date, and authentically Māori – enabling change to land well across our diverse organisation. As a key advisor and delivery lead, the Te Pae Tawhiti Communications and Engagement Manager will bring strategic insight, practical expertise, and a deep understanding of te ao Māori to ensure our people understand, engage with, and are supported throughout this exciting journey of transformation. They will also contribute to shaping the systems, processes, and practices needed to support effective, people-centred change across Te Wānanga o Aotearoa, now and into the future.

Central to this role is a close working relationship with the Enterprise Change Manager to ensure alignment between communication strategies and broader change efforts. While the Enterprise Change Manager leads the overall change strategy and implementation, the Te Pae Tawhiti Communications and Engagement Manager ensures the story of that change is clearly communicated and understood. Together, they co-design and coordinate initiatives to deliver consistent messaging, cohesive planning, and a unified approach to engaging and supporting kaimahi and taura throughout the transformation.

Key responsibilities	Deliverables & accountabilities
<b>Communication planning &amp; strategy</b>	<ul style="list-style-type: none"> <li>- Lead the delivery and ongoing refinement of the Te Pae Tawhiti 2030 Te Pae Tawhiti Communications and Engagement Strategy.</li> <li>- Develop and implement communication plans for individual Te Pae Tawhiti initiatives, working in partnership with workstream cross-functional teams.</li> <li>- Tailor communication approaches to be audience-specific (for diverse stakeholder groups including kaimahi, taura, iwi and community partners), inclusive, impactful, and aligned with the overall enterprise change strategy, enabling all groups to be ready for change.</li> </ul>
<b>Stakeholder engagement</b>	<ul style="list-style-type: none"> <li>- Understand the needs of various stakeholders and tailor engagement approaches accordingly.</li> <li>- Facilitate hui, feedback channels and other forums that support open, two-way kōrero, address concerns and foster a sense of involvement and ownership in the transformation process</li> <li>- Build trust and shared ownership in the change journey by creating regular opportunities for meaningful involvement and responding to feedback.</li> <li>- Work with Kiriwhanake to engage unions on the change journey so they are well positioned to support kaimahi and initiate</li> </ul>

Key responsibilities	Deliverables & accountabilities
	discussions with union representatives during the earliest stages of planning.
<b>Content creation &amp; distribution</b>	<ul style="list-style-type: none"> <li>- Create accessible, relevant, and authentically Māori content across multiple formats and channels, including pānui, emails, video, intranet, social media, and presentations.</li> <li>- Ensure content speaks to diverse perspectives and strengthens understanding of the vision for Te Pae Tawhiti 2030.</li> <li>- Create content that helps people understand and use new tools and systems.</li> </ul>
<b>Change management support</b>	<ul style="list-style-type: none"> <li>- Collaborate with change managers, the Tāngata Change Readiness Lead, digital product leads and others to ensure communications are integrated with wider change readiness activities.</li> <li>- Coordinate communications and support development of collateral for workshops, training, and other change readiness activities.</li> <li>- Facilitate the change network and equip change influencers with tools and messaging to support engagement across the organisation.</li> <li>- Align communications with change milestones, training schedules, and rollout phases to create a cohesive experience for kaimahi and tauira.</li> <li>- Contribute to the design and implementation of systems and processes that enable effective, people-centred delivery of change.</li> </ul>
<b>Crisis &amp; risk communication</b>	<ul style="list-style-type: none"> <li>- Maintain a communications and engagement risk register for Te Pae Tawhiti 2030.</li> <li>- Proactively address potential communication risks and manage sensitive issues.</li> <li>- Provide strategic advice and support to senior leaders during sensitive or high-risk moments.</li> <li>- Develop people-centred, ngākau-led messaging to proactively</li> </ul>

Key responsibilities	Deliverables & accountabilities
	address emerging risks, concerns, and moments of uncertainty.
<b>Monitoring &amp; feedback</b>	<ul style="list-style-type: none"> <li>- Establish systems for collecting insights – such as analytics, surveys, and feedback tools – and use these to evaluate and improve communications.</li> <li>- Provide regular reporting to SLT, steering groups and governance groups on communication impact and engagement levels.</li> </ul>
<b>Te Ao Māori alignment</b>	<ul style="list-style-type: none"> <li>- Ensure all communications and engagement are grounded in te ao Māori and aligned with Te Kaupapa Matua.</li> <li>- Confidently integrate te reo Māori and tikanga into relevant communications and engagement activities.</li> </ul>
<b>Supporting leaders</b>	<ul style="list-style-type: none"> <li>- Support senior leaders and directors to be effective change champions.</li> <li>- Provide leaders with tools, messaging, and resources to help them confidently cascade key messages.</li> <li>- Offer regular updates and resources to directors and regional leaders to strengthen localised engagement.</li> </ul>
<b>Relationship management</b>	<ul style="list-style-type: none"> <li>- Build strong, collaborative relationships with internal teams and external partners.</li> <li>- Work closely with Taupārongo (digital transformation), Kiriwhanake (HR), and Whakatairanga (communications) teams to ensure alignment.</li> <li>- Ensure engagement and communication activities support the emotional wellbeing and taha wairua of kaimahi and tauira.</li> </ul>
<b>Kaimahi leadership</b>	<ul style="list-style-type: none"> <li>- Support direct reports to deliver high-quality communications and engagement.</li> <li>- Build and maintain team capability in Kaupapa Matua-aligned practice.</li> <li>- Provide feedback, support performance, and promote</li> </ul>

Key responsibilities	Deliverables & accountabilities
	<p>continuous learning and development.</p> <ul style="list-style-type: none"> <li>- Champion te ao Māori capability by embedding Māori practices in daily mahi.</li> </ul>
<b>Te Kaupapa Matua</b>	<p><i>Te Wānanga o Aotearoa has a unique history and operating context. Te Kaupapa Matua o Te Wānanga o Aotearoa tells our history, guides our future and shapes the unique identity of our Wānanga.</i></p> <ul style="list-style-type: none"> <li>- Actively familiarise themselves with Te Kaupapa Matua o Te Wānanga o Aotearoa and how this shapes and informs our actions.</li> <li>- Uphold Te Wānanga o Aotearoa values and Te Kaupapa Matua o Te Wānanga o Aotearoa.</li> <li>- Participate in activities associated with the culture of our organisation.</li> <li>- Articulate the history, evolution and unique context of Te Wānanga o Aotearoa.</li> <li>- Align their actions with Te Wānanga o Aotearoa values and Te Kaupapa Matua o Te Wānanga o Aotearoa.</li> <li>- Apply the values of Te Kaupapa Matua o Te Wānanga in a manner that protects the mana of Te Wānanga o Aotearoa and its vision, mission, and philosophy.</li> </ul>
<b>Information management</b>	<ul style="list-style-type: none"> <li>- Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere.</li> <li>- Create and maintain records in line with our data, information, and records tikanga, meeting relevant legislative and organisational standards.</li> </ul>
<b>Environmental, safety &amp; wellness management</b>	<ul style="list-style-type: none"> <li>- Comply with all health, safety and wellness policies and procedures.</li> <li>- Recognise and address circumstances to prevent unhealthy or unsafe situations.</li> <li>- Report potential risks, incidents and near misses so the organisation can investigate, and eliminate or minimise harm or risk of harm.</li> <li>- Take reasonable care for your own health, safety and fitness for work, and the health and safety of others.</li> </ul>
<b>Other duties</b>	<ul style="list-style-type: none"> <li>- Undertake other duties as required, provided the kaimahi has</li> </ul>

Key responsibilities	Deliverables & accountabilities
	the necessary skills and experience.
<p>The kaimahi shall be required to exercise all their skills and knowledge to achieve the position objectives and follow any current or future procedures and policies related to achieving them.</p> <p>The responsibilities and expectations outlined in this position description may alter as business needs change. In addition, specific objectives and outcomes will be agreed upon with the upline manager on an annual basis.</p>	

## Person specification

<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field – or equivalent relevant experience.</li> <li>- Full New Zealand Driver's Licence (Class 1)</li> </ul>
<b>Essential Experience and Skills:</b>	<ul style="list-style-type: none"> <li>- At least 7 years' experience in change communications, or broader communications and engagement – preferably within Māori or education settings.</li> <li>- Proven success in designing and delivering impactful communication strategies across complex programmes.</li> <li>- Strong understanding of change management principles and the role of communication in supporting change readiness, adoption, and the development of sustainable change systems and practices.</li> <li>- Strong understanding of te ao Māori, with demonstrated experience working alongside and engaging effectively with Māori communities.</li> <li>- Outstanding verbal, written and visual communication skills, with the ability to tailor messaging for a wide range of audiences.</li> <li>- Skilled in using content creation tools and digital communication platforms.</li> <li>- Extensive experience in stakeholder engagement, including capturing and analysing feedback to inform strategy.</li> <li>- Demonstrated confidence advising and working with senior leadership teams.</li> <li>- Good understanding of te reo Māori, practising tikanga Māori, and participating in kaupapa Māori settings with a willingness to continue building te reo Māori language capability.</li> </ul>

	<ul style="list-style-type: none"> <li>- Ability to collaborate within a high-performing team, balance multiple priorities, and deliver in a fast-paced, evolving environment.</li> </ul>
<b>Āhuatanga Māori</b>	<ul style="list-style-type: none"> <li>- Willing and able to actively grow personal capability in te reo Māori and tikanga Māori, and support others to do the same.</li> <li>- Committed to living the values of Te Wānanga o Aotearoa and applying them consistently in the workplace.</li> </ul>