

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”.

Tūranga / Position:	Specialist – Communications and Engagement	
Uepū / Wāhanga / Department:	Taura Engagement and Experience	
Takiwā / Rohe / District:	Te Puna Manaaki	
Wāhi Mahi / Location:	As per letter of offer	
Reports to:	National Manager – Communications & Engagement	
Whakatau ki / Direct reports:	NIL	
Indirect Reports:	NIL	
Māka Pūtea / Salary Grade:	Level 8	
Wā Roanga / Tenure:	As per the letter of offer	
Key Relationships:	Internal:	<ul style="list-style-type: none"> All Te Wānanga o Aotearoa (TWOA) Kaimahi
	External:	<ul style="list-style-type: none"> Media (national, regional and Māori media) Government agencies and sector stakeholders Creative, digital and communications agencies Contractors, suppliers and partners Community and iwi stakeholders (as required)

Pūtake Tūranga / Role Purpose:

The primary purpose of the Specialist – Communications and Engagement is to provide senior-level strategic communications advice and delivery across Te Wānanga o Aotearoa.

The role partners with senior leaders, uepū and wāhanga to shape clear, consistent and culturally grounded messaging that aligns with Te Pae Tawhiti and Te Kaupapa Matua.

Operating with a high degree of autonomy and confidentiality, the role leads the development of integrated communications approaches, manages organisational risk and reputation, and strengthens engagement with kaimahi, taura and key stakeholders.

Key Responsibilities	Deliverables / Accountabilities
<p>Strategic Communications</p>	<ul style="list-style-type: none"> • Integrated communications plans developed and delivered for key initiatives • Consistent, high-quality messaging across organisational channels • Risks proactively identified and managed • Strong engagement outcomes across kaimahi and stakeholders • Lead the development of integrated communications strategies aligned to organisational priorities • Provide senior-level advice to ELT and leaders on messaging, positioning and risk • Shape and steward organisational narrative and storytelling • Identify and mitigate communications risks across initiatives and change • Ensure alignment across internal, external and digital communications
<p>Stakeholder Engagement & Advice</p>	<ul style="list-style-type: none"> • Strong stakeholder trust and satisfaction • Clear, coordinated communications across the organisation • Improved communications capability across teams • Effective collaboration across functions • Build and maintain strong relationships with leaders and teams • Act as a trusted advisor on complex or sensitive communications • Support cross-functional collaboration across uepū
<p>Channel & Content</p>	<ul style="list-style-type: none"> • Channels used effectively to reach target audiences • Clear, engaging and culturally aligned content • Improved engagement across internal platforms • High-quality outputs that meet organisational standards • Oversee internal communications channels and ensure strategic use • Guide channel selection, sequencing and audience targeting • Provide quality assurance across communications outputs • Support brand and organisational storytelling

Key Responsibilities	Deliverables / Accountabilities
<p>Stakeholder Relationship Management & Collaboration</p>	<ul style="list-style-type: none"> • Establish and maintain high-quality and effective working relationships with kaimahi across TWoA. • Work collaboratively with uepū to deliver integrated communications outcomes. • Act according to a clear set of ethical principles aligned with TWoA Ngā Uara and challenge behaviour that does not meet ethical standards. • Maintain the highest standard of both personal and organisational integrity that enhances the reputation of TWoA
<p>Reporting and Communication</p>	<ul style="list-style-type: none"> • Provide regular updates and reporting on communications activity and outcomes
<p>Kaupapa Matua 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. There is therefore an expectation that kaimahi will follow and work by these guiding principles.</p>	<ul style="list-style-type: none"> • Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa. • Actions of kaimahi are aligned with Te Wānanga o Aotearoa values and Te Kaupapa Matua o Te Wānanga o Aotearoa • Values and Te Kaupapa Matua o Te Wānanga are applied in a manner that protects the mana of Te Wānanga o Aotearoa its vision, mission, and philosophy.
<p>Information Management</p>	<ul style="list-style-type: none"> • Create and manage records of TWoA activities in accordance with TWoA privacy, data, information, and records management policies and procedures.
<p>Health and Safety</p>	<ul style="list-style-type: none"> • Comply with all health, safety and wellness policy and procedures. • Recognise and address circumstances to prevent unhealthy or unsafe situations.
<p>Other Duties</p>	<ul style="list-style-type: none"> • Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications.

Key Responsibilities	Deliverables / Accountabilities
<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

Qualifications:	<ul style="list-style-type: none"> • Bachelor’s degree in communications or related field • Full NZ Drivers Licence (Class 1).
Essential Skills and Experience:	<ul style="list-style-type: none"> • 7+ years, proven communications, public relations, marketing or journalism experience • Demonstrated experience advising senior leaders. • Experience managing sensitive or high-risk communications. • Proven ability to shape organisational narrative and messaging • Experience operating with high autonomy and sound judgement.
Āhukatanga Māori	<ul style="list-style-type: none"> • Demonstrated commitment to participating fully in cultural activities (e.g., pōwhiri / karakia /Te Whāriki) and exemplify Māori values. • Prepared to increase knowledge, understanding and everyday use of te reo and āhukatanga Māori and support other kaimahi in the same endeavour. • Te Kaupapa Mātua is understood and applied to mahi and relationships.
Essential Attributes:	<ul style="list-style-type: none"> • Possesses communication courage and has self-awareness • Proactive, solutions-focused and able to take initiative • Able to effectively manage multiple priorities in a fast-paced environment • Maintains composure and sound judgement under pressure. • High emotional intelligence and relationship management skills • Committed to continuous improvement • Demonstrates strong adaptability and enables others to operate effectively in a dynamic, rapidly changing environment