

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:	Advisor – Communications & 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 7	
Wā Roanga / Tenure:	As per offer letter	
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 Advisor –Communications & Engagement is to develop professional and engaging content that effectively promotes Te Wānanga o Aotearoa to external audiences.

The Advisor will work with Marketing & Recruitment teams, Creative, Programme Development and Kaiako to increase awareness of our brand, graduates, qualifications and educational pathways.



Key Responsibilities	Deliverables / Accountabilities
<p>Role Specific Requirements</p>	<ul style="list-style-type: none"> - Produce and edit copy, stories and testimonials for use in marketing and recruitment channels, including: web, social media, brochures, video and other promotional and advertising collateral; - Identify and successfully pitch stories about TWoA taura, graduates and kaiako to media and news publications, ensuring alignment with marketing and recruitment priorities; - Identify and successfully pitch stories to employer groups, industry and sector organisations to build the profile of TWoA qualifications, pathways and graduates; - Produce and edit copy, stories and images for the annual report and corporate profile; - Facilitate interviews, speech writing and photography to support publicity and event requirements; - Work with the creative and marketing teams to develop ideas for campaign videos, podcasts and other advertising; - Ensure all content is aligned to target audiences, complies with Ako and legislative requirements and aligns to brand & media guidelines; - Contribute to the development and review of comms plans; - Liaise with freelancers and partners to develop comms content; - Support Uepū Lead to manage media, risk and reputation issues.
<p>Driving for Business Performance:</p> <p>Role content specific to the relevant subject matter expertise or specialism of this role.</p> <p>Responsibility for specific KPIs or performance and or reporting metrics.</p>	<ul style="list-style-type: none"> - Accountable for task completion and quality. - Sets clear direction for self. - Seeks own development and takes accountability. - Provides feedback and builds trust. - Contributes to team capability and cohesion.
<p>Financial Responsibility</p>	<ul style="list-style-type: none"> - Uses resources responsibly. - Understands cost implications.

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<p>Problem Solving Requirements including but not limited to:</p> <p>Decision-Making Authority & Delegations</p> <p>Level of autonomy in strategic, operational, or tactical decisions.</p> <p>Impact of decisions across the organisation or sector.</p>	<ul style="list-style-type: none"> - Makes task decisions within role scope. - Escalates complex, strategic or people-related issues. - Follows established processes
<p>Kaupapa Matua</p> <p>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 are aligned with Te Wānanga o Aotearoa leaders. - Ngā Uara are applied in a manner that protects the mana of Te Wānanga o Aotearoa, leadership peers and kaimahi
<p>Communications and Relationship Management</p> <p>Effectively builds and maintains relationships that uphold the reputation and mana of Te Wānanga o Aotearoa</p>	<ul style="list-style-type: none"> - Communication style and frequency supports internal and external contact with stakeholders.
<p>Information Management</p> <p>Te Wānanga o Aotearoa records are created and maintained in corporate information systems, meeting specified information management standards and legislation.</p>	<ul style="list-style-type: none"> - Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere. - 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> <p>Uphold and comply with the Health and Safety at Work Act 2015.</p> <p>Demonstrate a commitment to Te Wānanga o Aotearoa health and safety policies and</p>	<ul style="list-style-type: none"> - Report potential risks, incidents and near misses so the organisation can investigate, and eliminate or minimise harm or risk of harm, in accordance with TWoA Health and Safety policies and procedures. - Promotes personal and team wellbeing. - Recognises and actively manages stress.



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procedures and take reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety and well-being of others.	
Other Duties	<ul style="list-style-type: none"> - Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications.
<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"> - Degree in Communications or Journalism or related qualification. - Full NZ Drivers Licence (Class 1).
Essential Experience and Skills:	<ul style="list-style-type: none"> - 7+ years, proven public relations or journalism experience - 7+ years, proven experience working in a complex and busy communications team - Proven experience dealing with media - Advanced written and interpersonal communication skills - Advanced copywriting and storytelling skills for print and digital channels - Advanced understanding of writing for different audiences - Intermediate level skills in digital content management & publishing tools - Intermediate Microsoft Office
Āhuatanga 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 āhuatanga Māori and support other kaimahi in the same endeavour. - Te Kaupapa Mātua is understood and applied to mahi and relationships.
Essential Attributes:	<p>Governance Awareness & System Leadership</p> <ul style="list-style-type: none"> - Understands governance roles.



	<ul style="list-style-type: none">- Adheres to delegated authority. <p>Critical Thinking and Strategic/Planning Contribution</p> <ul style="list-style-type: none">- Understands organisation’s purpose.- Can articulate how their role contributes to organisational goals.- Contributes ideas. Understands how tasks relate to wider goals. <p>Financial Responsibility</p> <ul style="list-style-type: none">- Uses resources responsibly.- Understands cost implications. <p>Communication, motivational and empowerment skills</p> <ul style="list-style-type: none">- Uses storytelling to influence behaviour and inspire teams to achieve goals and link to organisation purpose. <p>Digital & Technology Fluency, Adoption & Modernisation</p> <ul style="list-style-type: none">- Uses basic digital tools. <p>Data-Informed Decision-Making</p> <ul style="list-style-type: none">- Understands simple data. <p>Innovation & Continuous Improvement</p> <ul style="list-style-type: none">- Suggests improvements.- Adapts practices.
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