

POSITION DESCRIPTION

POSITION TITLE: Communications Adviser (Māori focus) | Kaiārahi Whakawhitiwhiti Kōrero

Job Band:	4
Team:	Communications (within Planning, Performance & Advocacy Services)
Reports to:	Communications Manager
Status:	Full-time
Number of Direct Reports:	No direct reports
Financial Accountabilities:	None
Location:	Wellington

CREATIVE NEW ZEALAND'S PURPOSE

Creative New Zealand is the national arts development agency developing, investing in and advocating for the arts for the benefit of all New Zealanders.

WHAT WE DO

Creative New Zealand's support for the development of the New Zealand arts sector is provided primarily through our funding programmes. We also deliver a range of programmes to build the capability of artists and arts organisations, and to advocate for the arts.

TEAM PURPOSE

The Planning, Performance & Advocacy Services team manages communications with the media and other stakeholders, develops and manages digital and social media, initiates and implements advocacy initiatives, produces publications, and provides information to the arts sector and the public across the broad range of Creative New Zealand's activities.

The team also manages government relations, including strategy and accountability documents, public and government requests for information, business planning and reporting, and both governance and arts policy.

JOB PURPOSE

The Communications Adviser, Kaiārahi Whakawhitiwhiti Kōrero, provides strategic and operational communications advice and action to advance Creative New Zealand's strategic direction. The position is responsible for developing and implementing strategies and plans for our communications and advocacy work, across a wide range of initiatives, projects and audiences. The role also helps support our clients and the wider arts sector in their communications and advocacy work.

This role is responsible for communication tasks across the full range of Creative New Zealand projects and initiatives, with a particular – but not exclusive – focus on tautoko for Ngā Toi Māori. The person in this role will ensure that our information is authentic, accessible, accurate and well presented for the diverse communities we engage with – using channels and platforms relevant to these communities.

ACCOUNTABILITIES

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
<p>Communications strategy and planning</p>	<p>In consultation with the Communications Manager, develop, implement and maintain communications strategies for Creative New Zealand projects and initiatives – with a particular focus on ngā toi Māori.</p> <p>Develop and distribute communications about Creative New Zealand initiatives in support of the arts, and about the value of the arts to New Zealand, through a variety of partnerships and communication channels – including social media.</p> <p>Provide operational communications advice and support to the Communications Manager and wider Communications team.</p> <p>Connect Creative New Zealand staff to the breadth and depth of the work of the organisation, keeping them updated on external and internal projects and initiatives.</p>	<p>Comprehensive and effective communications strategies aligned with Creative New Zealand's strategic priorities (including the Māori Arts Strategy, Te Hā) are developed and implemented.</p> <p>Communications strategies are developed in liaison with staff to ensure their understanding of and engagement with the strategy.</p> <p>Advice is based on situation analysis, applying expert knowledge and experience.</p> <p>Communications with external and internal stakeholders is of the highest standard, based on clear understanding of stakeholder needs and appropriate messages.</p> <p>Advice is proactive, relevant and appropriate to the situation.</p>
<p>Communications material and platforms</p>	<p>Develop clear and effective communications material appropriate to target audiences on relevant platforms.</p> <p>Research, write and edit a range of materials to support communication and advocacy strategies including media releases, speeches, articles, information packs, presentations, advertising copy, scripts and social media posts.</p> <p>Provide a Māori perspective, as required, for wider communications work.</p> <p>Work with fellow Communications staff to develop and upload content to Creative New Zealand's website, social media channels, intranet and other digital platforms.</p> <p>Source, create and post content on Creative New Zealand's social media channels.</p> <p>Create opportunities to share/promote information in a visual way for digital platforms, such as video and photo</p>	<p>All communications materials drafted are accurate, timely and appropriately targeted to the audience being addressed.</p> <p>Proactive assistance is provided to other Creative New Zealand teams.</p> <p>Communication services are provided to the quality required and within the agreed timeframes.</p> <p>Social media and other digital platforms are used effectively to implement communications plans.</p> <p>Innovative and creative approaches are taken to communicate with our diverse audiences.</p> <p>Visual storytelling is effectively used when appropriate.</p>

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	content.	
Media relations	<p>Establish and maintain a strong network of media contacts, particularly in Māori media.</p> <p>Have a contemporary understanding of the modern media landscape.</p> <p>Identify and develop media opportunities for Creative New Zealand funded projects or initiatives, especially ngā toi Māori.</p> <p>Develop material for the media including releases, packs, responses to questions, video content, photocalls, etc.</p> <p>Advise and support senior staff responding to the media, including providing key messages and questions and answers.</p> <p>Monitor media coverage of Creative New Zealand and its work as well as relevant ngā toi Māori stories, particularly in Māori media.</p> <p>Identify and advise on media (including social media) trends to develop opportunities to advocate for the value of the arts and for Creative New Zealand initiatives.</p>	<p>Media relationships are developed and maintained (particularly with Māori media) to support and promote Creative New Zealand and its strategic intent.</p> <p>Accurate, appealing and timely media materials/ packs are prepared.</p> <p>Proactive advice is provided to the Communications Manager on media management and opportunities, particularly for ngā toi Māori.</p> <p>Appropriate media coverage is achieved to grow audiences and appreciation of the impact the arts have on New Zealander’s lives.</p> <p>Media opportunities and risks are identified in timely fashion; appropriate advice is given and effective action is taken.</p>
Events, projects and initiatives	<p>Develop and maintain communications plans, communications toolkits, media material and key messages for Creative New Zealand events and initiatives, including the annual Te Waka Toi Awards.</p> <p>Prepare speeches, presentations, run sheets, social media content, video content and other collateral as required.</p> <p>Manage risks associated with events and evaluate effectiveness.</p> <p>Participate in cross-team projects to provide communications advice and develop and implement communications strategies.</p> <p>Contribute to special initiatives that are in line with Creative New Zealand’s strategic direction, particularly with the Māori Strategy (Te Hā).</p>	<p>Creative New Zealand events and initiatives are successfully supported by the Communications team.</p> <p>Opportunities to leverage events in the media/social media are identified and taken.</p> <p>All speeches, presentations and communications collateral are to a high standard.</p> <p>Information provided is of the highest standard and consistent with Creative New Zealand’s strategic intent.</p> <p>Project outcomes are delivered in a timely and effective fashion.</p>
Relationship management	Proactively liaise with internal and external stakeholders to develop and maintain	Meaningful relationships are developed and maintained to support and promote Creative New Zealand

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	strong and positive working relationships.	and its strategic intent. Opportunities to generate positive communications about Creative New Zealand and the arts through contacts and networks are identified and actioned.
Issues management	Develop strategies to address any media/communications issues identified, particularly in relation to ngā toi Māori. Take advice, and develop and implement an appropriate course of action to address an issue. Identify high-risk issues which need to be referred to the Communications Manager.	Potential risks and issues are identified and appropriate strategies put in place to mitigate them. Potential risks/issues are proactively raised with the Communications Manager. Senior staff and key stakeholders are confident that issues have been well managed.
Team contribution	Contribute to the development of a strong team spirit within the Communications team. Participate positively and actively in team activities, meetings, planning activities and general team development. Be open to feedback from colleagues.	Demonstrates a positive and proactive approach to team development. Demonstrates an approach of continual improvement.
Contribution to Creative New Zealand	Encourage and demonstrate knowledge sharing within the team and across Creative New Zealand. Contribute to cross-team projects as required.	Actively supports and encourages cooperative ways of working and knowledge sharing within the team and across Creative New Zealand. Act as a positive role model for other staff.
Māori and Pacific responsiveness	Contribute to the development of Creative New Zealand's responsiveness to Māori and Pacific peoples. Develop understanding and skills to work effectively with Māori and Pacific peoples. Ensure appropriate consultation occurs with staff in the Māori Strategy and Partnerships team, the Māori and Pacific Arts Practice Directors, and other teams. Identify opportunities to work with Māori and Pasifika to achieve Creative New Zealand's strategic goals – including that of our Māori Arts Strategy and the Pacific Arts Strategy.	Seek to understand and apply appropriate ways of consulting with and working with Māori and Pacific communities. Demonstrate understanding of and empathy for kaupapa and tikanga Māori whenever appropriate. Use and understand basic greetings in te reo Māori and Pacific languages. Demonstrate understanding and knowledge of working in a multicultural environment.

KEY RELATIONSHIPS

- Communications Manager and team
- Senior Manager, Planning, Performance and Advocacy Services and team
- Māori Strategy and Partnerships team
- Arts Practice Director – Māori
- Arts Development Services team
- Media – particularly Māori media
- Artists and arts organisations, including Māori-led organisations
- Creative New Zealand clients and stakeholders, including Arts Council, local and central government agencies, other funders, and wider arts sector
- External suppliers

EDUCATION, SKILLS, KNOWLEDGE, EXPERIENCE

Qualifications & experience

- A relevant tertiary qualification (for example, journalism, social sciences, media studies, arts management or marketing/digital marketing) or equivalent on-the-job experience.
- Proven communications and/or media experience.

Skills required

Essential:

- Broad communications experience, including communications planning, issues management, writing and editing, media relations, social media and event management.
- Experience in developing, planning and implementing communications strategies.
- Excellent communication skills – strong writing is essential to this role.
- A proven ability to liaise effectively and appropriately with a broad range of stakeholders.
- Experience in using digital communication platforms such as social media, email marketing (eg Mailchimp), Dropbox, website and intranet content management, etc.
- Experience in managing social media across a variety of platforms, such as Facebook, Instagram and Twitter.
- Microsoft office skills.
- An understanding of the principles of the Treaty of Waitangi and its implications for the work of Creative New Zealand.
- Knowledgeable in te ao Māori, tikanga Māori, ngā toi Māori and te reo Māori.
- Experience engaging with Māori audiences and communities.
- A high level of initiative and a friendly, imaginative, can-do attitude.
- Good under pressure and managing multiple tasks and projects.

Desired:

- Ability to work with photography and video to aid with visual storytelling.
- Previous professional experience within arts and/or culture organisations.
- An appreciation of issues influencing arts development in New Zealand, particularly with respect to ngā toi Māori.