

POSITION DESCRIPTION

Senior Communications Adviser (Māori focus) | Kaiārahi Matua Whakawhitiwhiti Kōrero (Māori)

Job Band:	5
Team:	Communications (within Strategy & Engagement group)
Reports to:	Communications Manager
Status:	Full-time
Number of Direct Reports:	No direct reports
Financial Accountabilities:	Nil
Location:	Ideally Wellington or Auckland

CREATIVE NEW ZEALAND'S PURPOSE

Creative New Zealand is the national arts development agency of Aotearoa New Zealand. We encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders. We do this by investing in, developing, advocating for and providing leadership in the arts.

WHAT WE DO

Creative New Zealand's support for the arts is provided primarily through our funding programmes. We also deliver a range of other programmes to build the capability of artists and arts organisations, within New Zealand and globally, to advocate for the arts and to provide leadership in the arts.

TEAM AND GROUP PURPOSE

The **Communications team** provides information to and shares stories with the arts sector and the public across the broad range of Creative New Zealand's activities. The team also manages communications and engagement with the media and other stakeholders, develops and manages digital and social media and produces publications and collateral. In addition to the Communications team's work, the wider **Strategy & Engagement group** initiates and implements advocacy initiatives, manages government relations, develops strategy and accountability documents, handles public and government requests for information, carries out business planning and reporting, and develops governance and arts policy.

JOB PURPOSE

The Senior Communications Adviser (Māori focus), Kaiārahi Matua Whakawhitiwhiti Kōrero (Māori), exists to tell the stories of our ringatoi Māori. This role is responsible for communication tasks across the full range of internal and external 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. Authentically engaging with Ngā Toi Māori communities is essential in this role, so you will identify as Māori and speak Te Reo Māori. In essence: we're looking for a Māori storyteller.

The role provides strategic and operational communications help connect Creative New Zealand with the arts sector and the public, and advance Creative New Zealand’s strategic direction – including our organisational change programme Te Kaupapa o Toi Aotearoa (the Creative New Zealand Way). The position is responsible for developing and implementing strategies, plans and content for our communications and advocacy work, across a wide range of initiatives, projects and audiences.

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 feature-style stories and news items, media releases, speeches, 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>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>

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
	<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 content.</p>	
Media relations	<p>Establish and maintain a strong network of media contacts, particularly in Māori media.</p> <p>Understand the current 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 Creative New Zealand 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 Zealanders’ 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</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>

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
	direction, particularly with the Māori Arts Strategy (Te Hā o ngā Toi) and organisational change programme Te Kaupapa o Toi Aotearoa.	
Relationship management	Proactively liaise with internal and external stakeholders to develop and maintain strong and positive working relationships.	<p>Meaningful relationships are developed and maintained to support and promote Creative New Zealand and its strategic intent and commitment to ngā toi Māori.</p> <p>Opportunities to generate positive communications about Creative New Zealand and the arts through contacts and networks are identified and actioned.</p>
Issues management	<p>Develop strategies to address any media/communications issues identified, particularly in relation to ngā toi Māori.</p> <p>Take advice, and develop and implement an appropriate course of action to address an issue.</p> <p>Identify high-risk issues which need to be referred to the Communications Manager.</p>	<p>Potential risks and issues are identified and appropriate strategies put in place to mitigate them.</p> <p>Potential risks/issues are proactively raised with the Communications Manager.</p> <p>Senior staff and key stakeholders are confident that issues have been well managed.</p>
Team contribution	<p>Contribute to the development of a strong team spirit within the Communications team.</p> <p>Participate positively and actively in team activities, meetings, planning activities and general team development.</p> <p>Be open to feedback from colleagues.</p>	<p>Demonstrates a positive and proactive approach to team development.</p> <p>Demonstrates an approach of continual improvement.</p>
Contribution to Creative New Zealand	<p>Encourage and demonstrate knowledge sharing within the team and across Creative New Zealand.</p> <p>Contribute to cross-team projects as required.</p> <p>Actively support and contribute to organisation-wide Te Kaupapa o Toi Aotearoa communications, including initiatives being driven by other teams (eg, Business Services).</p>	<p>Actively supports and encourages cooperative ways of working and knowledge sharing within the team and across Creative New Zealand.</p> <p>Act as a positive role model for other staff.</p>
Māori and Pacific responsiveness	<p>Be knowledgeable in te ao Māori, tikanga Māori, ngā toi Māori and te reo Māori.</p> <p>Contribute to the development of Creative New Zealand's responsiveness to Māori and Pasifika.</p>	<p>Understands and applies appropriate ways of consulting with and working with Māori and Pacific communities.</p>

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
	<p>Ensure appropriate consultation occurs with staff in the Māori Strategy & Partnerships team, the Pacific Arts team, the Māori and Pacific Arts Practice Directors, and other teams/networks.</p> <p>Identify opportunities to work with Māori and Pasifika to achieve Creative New Zealand's strategic goals – including those of our <i>Te Hā o ngā Toi—Māori Arts Strategy</i>, the <i>Pacific Arts Strategy</i> and Te Kaupapa o Toi Aotearoa.</p>	<p>Demonstrate understanding of and empathy for kaupapa and tikanga Māori whenever appropriate.</p> <p>Use and understand te reo Māori in communications as appropriate to that kaupapa.</p> <p>Demonstrate understanding and knowledge of working in a multicultural environment.</p> <p>Te Reo Māori is used correctly and appropriately in Creative New Zealand communications.</p>

KEY RELATIONSHIPS

- Communications Manager and Communications team
- Arts Practice Director – Māori
- Māori Strategy & Partnerships team
- Senior Manager, Strategy & Engagement
- Pou Whakahaere Matua, Te Kaupapa o Toi Aotearoa
- Creative New Zealand managers, project leads and key staff
- Media – particularly Māori media
- Artists and arts organisations, including Māori-led organisations
- Creative New Zealand clients and stakeholders, including the Arts Council, Komiti Māori, 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.
- Knowledgeable in te ao Māori, tikanga Māori, ngā toi Māori and te reo Māori.
- Experience in developing and implementing communications strategies and plans.
- Highly developed communication skills – strong writing ability and talent is essential to this role.
- Experience engaging with Māori audiences and communities.
- An understanding of the principles of Te Tiriti o Waitangi and its implications for the work of Creative New Zealand.

- Experience and knowledge of New Zealand media and media management.
- Project and event management skills.
- Proven track record of establishing and maintaining relationships with a broad range of stakeholders, including individuals, groups and agencies.
- Experience in using digital communication platforms such as social media, email marketing (eg, Mailchimp), Dropbox, website and intranet content management systems, etc.
- Experience in managing social media across a variety of platforms, such as Facebook, Instagram and Twitter.
- Microsoft Office skills.
- Ability to work with photography and video to aid with visual storytelling.
- A high level of initiative and a friendly, imaginative, can-do attitude.
- Good under pressure and managing multiple tasks and projects.

Desirable:

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