

# Kaitohutohu Māori (Strategic Māori Communications Lead) – Role Profile

## Kaupapa Purpose

Ka noho te kaitohutohu Māori hei pouārahi, kaiāwhina hoki I te tīma Te Ranga Taukaea o Te Pūkenga  
The Kaitohutohu Māori will provide expert advice and assistance to the Director Communications and Marketing, the Communication and Marketing team (Te Ranga Taukaea) and wider organisation in the integration of bi-cultural and te ao Māori throughout Te Pūkenga communications platforms and delivery. This will include effective implementation of the Strategic Māori communications framework.

## Waiaro Be

- Highly adaptive and willing to apply your skills and contribution to a wide range of diverse needs.
- Engaged and dedicated to the opportunities of the vocational education reform, together with the commitments sought in the Charter for Te Pūkenga, including Te Pae Tawhiti (Tiriti Excellence Framework)
- Committed to and capable of partnering with others – welcoming and enabling the inclusion of all and providing for equitable opportunities in consideration of those disadvantaged or previously excluded.
- A confident, values-based team player with a good sense of humour and excellent communication and people skills.

## Ngā Mahi Do

- Support and advise the team with tikanga Māori practices and protocols, particularly for those initiatives being led by the Communications and Marketing team
- Use your strong knowledge of te reo Māori, to be the lead on translation of communications material and enabling alignment with Te Pūkenga brand and the Strategic Māori communications framework
- Liaise with external suppliers and vendors, such as creative and advertising agencies, translation providers and others, to ensure alignment with our agreed approach
- Support the team with practical application of Te Pae Tawhiti through everything that we do and in the way we communicate, both internally and externally
- Provide strategic counsel and advice to the team, strengthening cultural capability, awareness and understanding of how to give effect to Te Tiriti o Waitangi
- Assist with a range of general communications and engagement activities, to support the team more broadly with a full work programme. Including writing and editing for a range of communications platforms and channels, both internal and external

## Pūkenga Have

- Demonstrated confidence and proficiency with both written and spoken Te Reo; Tikanga Māori and Te Tiriti of Waitangi principles
- A tertiary qualification in communications, marketing or related field.
- Strong writing and editing, with attention to detail
- Ability to use a range of Content Management Systems (CMS)
- Experience in building positive working relationships with a diverse range of stakeholders
- A strong work ethic and sense of personal initiative
- Excellent interpersonal skills and the ability to communicate and get along well with others
- Leading self-reflection and resilience skills as well as highly collaborative, team-approach mindset
- A positive, can-do, “roll-up the sleeves” attitude, together with a continuous improvement mindset