

Junior Māori Communications Advisor



Ā mātou mara | Our values

Manawa nui | We reach out and welcome in

Manawa roa | We learn and achieve together

Manawa ora | We strengthen and grow the whole person

Reports to: Kaitohutohu Māori - Strategic Māori Communications Lead

Team: Communications and Marketing

Date: January 2022

Tō mātou tirohanga roa | Our vision

He akoranga whaihua – kia waihanga i te ao o āpōpō | Learning with purpose, creating our futures

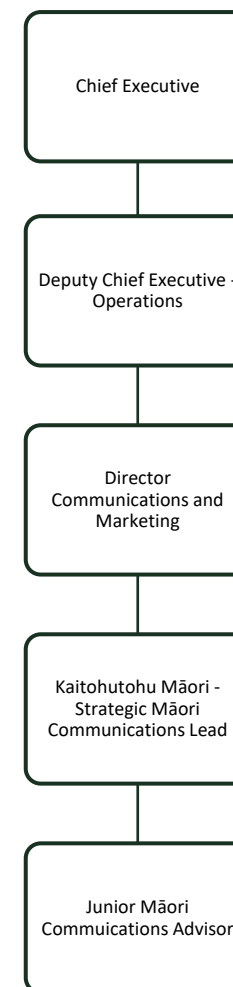
Tō mātou uptake | Our purpose

Te Pūkenga provides excellent and quality education opportunities that support learners, employers and communities gain the skills, knowledge, and capabilities Aotearoa needs now and for the future. Learners and their whānau are at the centre of all we do.

Ā mātou tino whāinga mātauranga | Our educational priorities

We have five educational priorities. They support us to meet our legislative requirements, and will guide our work over the next few years:

- A relentless focus on equity and ensuring participation – we honour and uphold Te Tiriti o Waitangi in all we do.
- Delivering customised learning approaches that meet the needs of learners and trainees wherever they are.
- Using our size and scale to strengthen the quality and range of education delivery throughout Aotearoa. Excellence in educational provision for all.
- Services that meet the specific regional needs of employers and communities.
- Transition educational services in a smooth and efficient manner.



Kaupapa | Purpose

The Junior Māori Communications Advisor will assist the Strategic Māori Communications Lead with tikanga Māori support surrounding practices and protocols that Te Pūkenga is engaged in, particularly for those initiatives being led by the Communications and Marketing team.

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, especially iwi
- A confident, values-based team player with a good sense of humour

Ngā mahi | Do

- Support giving effect to Te Tiriti o Waitangi in all communications.
- Work alongside the Kaitohutohu Māori and other team members to support the Communications and Marketing objectives with the practical application of Te Pae Tawhiti (Tiriti excellence framework) through everything that we do and in the way we communicate, both internally and externally.
- Assist the Kaitohutohu Māori 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
- Maintain effective relationships to work collaboratively at all levels.
- Effectively support the management of any uncertainty which will affect the achievement of organisational objectives.

Pūkenga | Have

- Demonstrated passion for and confidence in Te Ao Māori and minimum 10 years lived experience, including Te Reo. Fluency is desirable but not essential.
- Competent writing and editing, with great attention to detail.
- A tertiary qualification (or equivalent on-the-job training) in communications, marketing or journalism.
- 1-3 years' experience in a Communications and/or Marketing role, at coordinator or advisor level
- Ability to use a range of modern technology platforms
- Uri-Māori with whakapapa to local iwi (Tainui Waka) preferable.

Ngā Hononga Mahi | Working relationships

Functional Relationships

Internal:

Communications and Marketing Team

Te Pūkenga staff

External:

Resource delegations and responsibilities

Number of Direct Reports: 0

Number of Indirect Reports: 0

Responsible for contract staff, and/or coaching, training of others: No

Responsible for new employee hire: No

Budget owner: No

Delegated Financial Authority: No