

# Māori Communications Advisor – Role Profile

## Kaupapa Purpose

The Māori Communications Advisor will provide expert communications advice and support to the wider Communications and Marketing team and Te Pūkenga more broadly, as well as supporting the Strategic Māori Communications Lead with the implementation of a strategic Māori Communication approach.

## 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 – 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 giving effect to Te Tiriti o Waitangi in all communications.
- Support the Communications and Marketing team with practical application of Te Pae Tawhiti (Tiriti excellence framework) through everything that we do and in the way we communicate, both internally and externally.
- Liaise with external suppliers and vendors, such as creative and advertising agencies, translation providers and others, to ensure alignment with our agreed approach.
- Contribute to 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.
- Assist where needed 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.
- Play a support role to at least one major workstream, ensuring coordination and integration with other workstreams.
- Establish relationships to work collaboratively at all levels.
- Use your problem-solving skills and ability to derive simplicity from complexity.

## Pūkenga Have

- At least 3 years experience in a communications role
- Understanding and experience in developing and implementing communications and engagement with Māori and iwi/and or Pasifika
- Demonstrated confidence and proficiency with both written and spoken Te Reo , Tikanga Māori and Te Tiriti o Waitangi
- A tertiary qualification in communications, marketing or related field.
- Strong writing and editing, with outstanding attention to detail.
- Ability to use a range of modern technology platforms.
- 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
- A commitment to making a difference
- A passion for learning and development together with a continuous improvement mindset
- A positive, can-do, “roll-up the sleeves” attitude.