

Position Description

Position Title	Pou Whakapāpā: Communications Manager
Function	Communications, Marketing and Promotion
Location	Te Mātāwai Office, Wellington
Reports to	Tumu Whakarae (or delegate)
Last Review Date	August 2020

Ko ngā Mātāpono a Te Mātāwai

NGĀ MĀTĀPONO	PRINCIPLES
<i>He reo tuku iho te reo taketake o Aotearoa</i>	The indigenous language of Aotearoa is culturally transmitted
<i>Ko ngā iwi me ngāi Māori ngā purutanga mauri o 'Te Whare o Te Reo Mauriora'</i>	Māori people are the custodians of the vitality of 'Te Whare o Te Reo Mauriora'
<i>Poua, whakatipuria, tāwharautia te reo ūkaipō i roto i ngā hapori</i>	Reintroduce, grow and protect Māori language as a nurturing first language in our communities
<i>Kia raka te mauī, kia raka te katau</i>	The Crown and Māori work together towards a shared vision
<i>Kia ū ki te wairua Māori</i>	Be true to Māori ethos

About Te Mātāwai

Te Mātāwai was established under Te Ture mō Te Reo Māori 2016 (The Māori Language Act 2016) as an independent statutory entity to act on behalf of iwi and Māori to:

- provide leadership in promoting the health and well-being of Te Reo Māori for iwi and Māori, and at the community level;
- support, inform and influence the Crown's initiatives in protecting, promoting and revitalising Te Reo Māori;
- give effect, through its association with Ministers of the Crown, to the relationship of the Crown with iwi and Māori in relation to Te Reo Māori; and
- in conjunction with the Minister for Māori Development and the Minister of Finance, to provide oversight of, and direction, to the Māori Television Service.

The Act also sets out the following functions of Te Mātāwai, being to:¹

- develop and administer programmes relating to the Maihi Māori strategy;
- advise on the Maihi Karauna strategy;
- assist Ministers relating to this Act;
- advise Crown agencies on te reo strategies;
- provide nominations for appointments to the Boards of Te Taura Whiri i te Reo Māori and Te Māngai Pāho;
- appoint directors of Māori Television Service; and with the Minister of Finance, exercise oversight, confirm the Statement of Intent and manage spectrum rights relating to the Māori Television Service.²

¹ Te Ture mō Te Reo Māori 2016, section 19

² Te Ture mō Te Reo Māori 2016, section 19(1)(h-j)

Purpose of the Position

The Communications Manager will lead strategic and operational communications, marketing and promotion for Te Mātāwai that gives best effect to the purpose and functions of Te Mātāwai.

With Delegations

This position has the following management responsibilities:

Human Resources staffing

Direct reports – 1

Relationships

The position is required to build and maintain the following relationships:

Internal

- Te Mātāwai Staff
- Te Mātāwai Board
- Pae Motuhake & Kāhui

External

- Māori language communities
 - Designers, Printers, Marketers, Photographers, Editors, Media
 - Government agencies in Te Papa Kōrero (Te Taura Whiri i te Reo Māori, Whakaata Māori, Te Māngai Pāho, Te Manatū Taonga³, Te Puni Kōkiri, Te Tāhuhu o te Mātauranga, Te Tari Taiwhenua⁴)
 - Te Rūnanga Reo (Select Cabinet Ministers)
 - Agencies under Te Whare o te Reo Mauriora
 - Local government, community and businesses
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Key accountabilities

The following key accountabilities of this role is to assist in delivering the Te Mātāwai vision and mission:

Strategy & Operations

- Provide operational communications, marketing and promotional support to the Tumu Whakarae and manage its implementation.
- Support the Tumu Whakarae and Board with the creation and management of an enduring brand proposition for Te Mātāwai as one authority on the Māori language regarding tribally driven initiatives.
- Promote the vision and goals of the Maihi Māori (Māori Language Strategy) that encourages others to engage.
- Promote the strategic setting for Māori language revitalisation which involves the Crown and Māori working together through the Maihi Māori and the Maihi Karauna in Te Whare o Te Reo Mauri Ora.
- Support the Tumu Whakarae and Board on Te Mātāwai media engagement and presence, including their pro-active media appearances. Facilitate professional and timely responses to media issues to which Te Mātāwai can make a contribution.
- Ensure Te Mātāwai communication services and activities align to the principles of Te Mātāwai.

Audience/media Engagement

- Responsible for identifying critical audiences for Te Mātāwai and design communication, marketing and promotional products tailored around that audience and Te Mātāwai needs.
- Help to build a communications knowledge/evidence base on Māori language revitalisation.
- Ensure Te Mātāwai communication services and activities are supported by relevant professional, up-to-date, and cost-effective tools and channels; are current and accurate.

³ Ministry of Culture and Heritage

⁴ Department of Internal Affairs

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- Ensure Māori is the dominant language in communications, but that communications also reach relevant non Māori language audiences.
 - Establish and manage processes to ensure that Māori language used in Te Mātāwai communications is of high quality and audience centric.
 - Oversee the writing, proofing and editing process of the various internal and external print and online communications.
 - Reviewing and adapting the effectiveness of the communications approach against the targets outlined in the strategy, the purpose and functions of Te Mātāwai.

Stakeholder Management and Engagement

- Work with Te Mātāwai staff, board members and pae motuhake/kāhui to build and maintain a range of relationships and networks to influence, persuade and enrich communities.
- Build and maintain the formal and informal networks and relationships that are important to the achievement of the communication strategy objectives.
- Manage effectively all communications contracts and invoices in a timely manner.
- Manage and mentor the work of the Communication Adviser so that they can grow as an effective communications professional.
- Support ways in which Te Mātāwai board members and Pae Motuhake can effectively promote and share the work of Te Mātāwai.
- Work across Te Mātāwai to encourage positive relationships with and between the Office, board members and Pae Motuhake that are conducive to clear information sharing.

Communication

- Support the communication projects across Te Mātāwai (main office, Board and pae motuhake).
- Develop quality standards and appropriate processes for agreed communications outputs.
- Monitor factors impacting on Te Mātāwai's brand, facilitate the engagement of external expert advice on developing Te Mātāwai's brand capital
- Monitor and manage Te Mātāwai information shared internally and externally (mainstream and social media, website etc).
- Provide advice on appropriate placement of articles, stories and information in external publications and domains.
- Advise and manage reasonable and realistic budgets for communications activities and branded collateral.
- Manage effectively all Communications contracts and invoices in a timely manner.
- Plan, regularly monitor and report on progress towards achievement of contract milestones, plans and strategies.

Qualifications, skills, knowledge and experience

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- Be a passionate advocate for the revitalisation of the Māori language and actively engaged in Māori language activities;
 - 5+ years of experience in media, communications, public relations, marketing, journalism or similar roles/qualifications;
 - Proficiency in both Māori and English;
 - Experience in working with whānau, hapū, iwi, Māori organisations and communities;
 - Strong strategic communications skills – able to strategise, plan and coordinate resources to meet agreed objectives, and measure and report progress against agreed outcomes;
 - Experience in working on Māori-related matters with government and/or in political contexts;
 - Sound understanding of tikanga and Treaty of Waitangi principles.
 - Excellent organisational skills and an ability to meet deadlines;
 - Strong presentation, communications skills (written and oral) and relationship management skills;
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- A demonstrated ability to understand and keep up to date with trends in social media and use that knowledge effectively;
 - The ability to leverage existing relationships with media and establish effective partnerships;
 - Sound experience in government and/or public sector dealing with the management or leading and implementing communications;
 - Enjoy working as a team member, at a high level, and working collectively to get results.
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**Indicative Salary
midpoint**

\$105,000
