

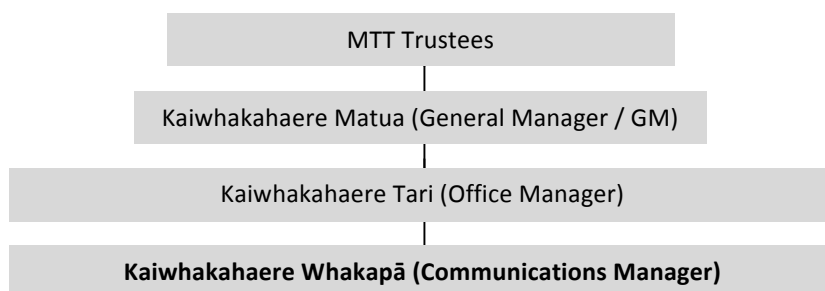
Maungaharuru-Tangitū Trust

Position Description



POSITION TITLE	Kaiwhakahaere Whakapā (Communications Manager)
LOCATION	Napier
DATE	October 2019
REPORTS TO	Kaiwhakahaere Tari (Office Manager)
PURPOSE OF POSITION	<p>The key purpose of this position is to coordinate the delivery of targeted communications and professional marketing materials as required by the Trust to achieve its Strategic and Annual plans. This includes the development of a communication strategy and implementation of a communication plan, which includes, but not limited to MTT documentation, social media, website, pānui, annual report, media releases, branding, public relations, and advice on communication strategies.</p>
OVERVIEW OF ORGANISATION	<p>Maungaharuru-Tangitū Trust represents hapū of the northern Hawke's Bay region including Ngāi Tahu, Ngāi Tahu, Ngāi Te Ruruku ki Tangoio, Ngāti Whakaari, Ngāti Kurumōkihi and Ngāti Marangatūhetau (Hapū).</p> <p>The Trust's purpose is to receive, hold, manage and administer the assets of the trust for any object or purpose that is beneficial to the Members of the Hapū.</p> <p>Our vision is Puāwaitanga o te Puawānanga; a statement which represents a future where the Hapū are living their dreams.</p> <p>Our core purpose is Kia Tipu te Mauri Ora; we exist to facilitate the growth of inner strength. We are proud of living our values; Pūmau te Wairua (Spiritually Strong), Whai Hua (Progressive), Tuakiri Motuhake (Strong Identity), Oranga Ngākau (Wellbeing), Whanaungatanga (Family) and Te Piri Ngātahi (Unity).</p>

REPORTING STRUCTURE



DIRECT REPORTS

Nil

RELATIONSHIPS

Internal

- GM
- Board Trustees
- Kaumātua
- Rangatahi
- Hapū
- MTT staff & contractors, including Te Reo Māori and IT experts
- MTT Group

External

- Media entities
- Marketing and communication related organisations
- Government, local government and collaborative groups
- Funding bodies
- Commercial companies
- Specialist groups and advisors
- Other whānau, hapū, marae and iwi groups
- Community groups

- Tangoio Marae Trustees
- Punanga Te Wao Te Kōhanga Reo

AUTHORITIES

Nil

KEY ACCOUNTABILITY	PERFORMANCE GOALS
<p>Strategy and Content</p> <ul style="list-style-type: none"> • Develop innovative strategies for reaching Hapū members and other key audiences with compelling and creative content. • Develop, manage and implement the marketing and communications strategy for MTT across both traditional and digital channels. • Create content that promotes MTT to the wider community. • Manage and curate content for the MTT website. • Manage MTT social media accounts and drive content creation. • Drive and curate video content for Hapū members and other key audiences. • Support coordination of the MTT events and engagement activities. • Measure perceptions of MTT across key audiences. • Manage and write the design briefs relating to graphic design requirements for MTT campaigns, including proofing and approval with internal stakeholders. • Interview Hapū members and others, and otherwise sources manage, write, edit, and proof content for online and print publications, such as Pānui (newsletters) in both hardcopy and softcopy, ePānui, case studies, reports, press releases, announcements, planned publications, video and social media platforms (internal and external). • Co-develop, and maintain, the language and tone of voice of MTT across both English and Māori mediums. 	<ul style="list-style-type: none"> • MTT is a credible and trusted Hapū organisation within New Zealand. • MTT has a Communications Strategy and a Communications Plan which align with MTT’s Strategic and Annual Plans. • Operational plans that are developed and approved have a clear link to MTT Communication Plan. • All key milestones, including reporting for assigned projects are met and monitored. • All work programmes are managed as a whole, as well as components within it. • High performing websites, intranet, social media and mobile solutions. • Whānau friendly approach with user-centric design. • Cost savings and delivered solutions which are fit for purpose. • Performance information is used across the organisation to inform on-going decision making. • Work with a no surprises approach with GM, to ensure all potential communication issues are resolved in a proactive way. • Lead, develop and execute high quality communications that enhance the reputation of MTT and support the delivery of the organisation’s strategic aims.
<p>Key Productions</p> <ul style="list-style-type: none"> • Produce MTT publications, other media and mahi to an agreed standard. This includes, but is not limited to; <ul style="list-style-type: none"> • Pūrongo ā-Tau (Annual Report), • Presentation & video for Hui ā-Tau (AGM), • Maramataka (Calendar) • Parikārangaranga (Hardcopy bi-annual newsletter), • ePānui (Fortnightly eNewsletter), and • Other key documents/materials as 	<ul style="list-style-type: none"> • MTT mahi is produced to an agreed standard, on time & within budget. • Continuous improvement approach is adopted to develop and implement new innovations to improve efficiency & effectiveness.

KEY ACCOUNTABILITY	PERFORMANCE GOALS
required by the Trust.	
<p>Communications and Branding</p> <ul style="list-style-type: none"> Developing quality standards and appropriate processes for the production of communications outputs and ensuring these are maintained in the delivery of communications outputs. Content is regular, agile and appropriate for the audience. Ensure that MTT's brand is managed and maintained as per a brand management strategy, while providing accurate advice on the use of the brand, when required. Manage collateral and marketing required through to completion, for example print material and signage. Build and maintain relationships with external providers regarding brand, design and publication for MTT. 	<ul style="list-style-type: none"> MTT brand is recognisable within Hawkes Bay. MTT brand strategy is developed and implemented. MTT is known for its correct use of Te Reo Māori. Regularly identify opportunities to improve digital performance and develop strategies and plans to action. Content is shared per the agreed Communication Plan and to the agreed standard. Work with GM to legally protect MTT logo & associated branding.
<p>Social Media and Digital Marketing</p> <ul style="list-style-type: none"> Develop, manage and execute the social media strategy for MTT. Work with the Kaiārahi Reo and other staff to implement te reo Māori through all MTT communications. Ensure the digital marketing channels are optimised, including website content, SEO, lead forms. Understand the insights and analytics from the MTT website to ensure the marketing is maximised across the right channels. Co-ordinate the development of the MTT social media sites to meet the changing needs of the organisation. Maintain the MTT website, including restricted member only access and key document sharing. Maintain all MTT social media sites, mail chimp and intranet, media page, publications and advertisements. 	<ul style="list-style-type: none"> Social media policy is followed and incorporated into the Communications Strategy. MTT successfully engages and communicates with our Hapū members and staff, and as a workplace and service provider is "digital by default". Staff understand what, how, when and who to engage with for digital activity. Our staff feel motivated to implement digital solutions to work problems. Stay up to date on current practice in digital solutions. All digital activity is fit for purpose and co-ordinated. Existing digital channels are well managed and effectively balance the service delivery, technical and communication demands of our Hapū members and the organisation. Performance of digital channels is monitored and evaluated. Liaise with website developers on the development of the website and the intranet. Website and intranet information is up to date and conveys consistent branding with other mediums of communication and branding.
<p>Relationship Management</p> <ul style="list-style-type: none"> Develop and implement Stakeholder Management Plan. Build and maintain effective relationships with a wide range of people in addition to your own team, including but not limited to: Hapū members, media entities, marketing and communication related organisations, project sponsors, senior managers, stakeholders, other project team members and managers, external agencies. Proactively network with other similar organisations to keep ahead of sector trends, share knowledge and bring positive influences back to MTT. Ensure all key communications are 	<ul style="list-style-type: none"> Complete Stakeholder Management Plan to an agreed standard. Relationships are built on trust, honest & integrity, but formalised via robust documentation. A team culture, supported by processes and practice, that views effective communication as a critical element of business as usual. Awareness of what is going on around the MTT Group - opportunities and challenges. Feedback on the quality of service provided and addresses issues raised. Strong personal & MTT networks, specifically within kaupapa Māori and mainstream organisations in Hawke's Bay and New Zealand generally.

KEY ACCOUNTABILITY	PERFORMANCE GOALS
appropriate, recorded and safely filed.	
<p>MTT Team Role</p> <ul style="list-style-type: none"> • Actively and positively participate as a member of the team. • Weave te reo Māori me ōna tikanga within your work. • Proactively look for opportunities to improve the operations of MTT. • Perform any other duties as needed by MTT. • Adhere to all MTT procedures, policies, guidelines, and standards of integrity and conduct. • Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate this into your work. 	<ul style="list-style-type: none"> • Build and maintain a supportive, trusting team culture that supports learning, collaboration and high performance. • Be known as a “te reo Māori me ōna tikanga” champion. • Maintain effective team communication and management processes to ensure efficiency of delivery and team coherence, including information sharing and document management processes.
<p>Other Projects</p> <ul style="list-style-type: none"> • Contribution to other key work programmes as required. • To undertake special projects for the Trust as and when required. 	<ul style="list-style-type: none"> • All projects delivered accurately, on time and within budget. • Support for whānau/Hapū and kaumātua as required e.g. Marae workshops, presentations etc. • Participate in, and lead, projects as required by the GM.
<p>Health and Safety (H&S)/Wellness</p> <ul style="list-style-type: none"> • Personal responsibility and awareness for the maintenance of a safe and healthy work environment for self. • Understand the importance of Hazard management and work with a proactive mind-set, understanding the importance of avoiding hazards. • Comply with and support all H&S policies, guidelines and initiatives. • Ensure all hazards are identified, incidents (injuries and near misses) are reported as per policies. • Comply with all legislative and regulatory requirements and report any breaches as soon as they become known. • Work with a Wellness mind-set, where we are always conscious of the entire person health. • Appreciate and work with a clear understanding of Te Whare Tapa Whā. Te taha whānau (family health), Te taha wairua (spiritual health), Te taha tinana (physical health) and Te taha hinengaro (mental health). 	<ul style="list-style-type: none"> • All workplace accidents and incidents are reported, hazards are identified, and mitigants/remedies are undertaken. • Active participation in H&S discussions and necessary training. • H&S awareness through the implementation of safe practices. • A team culture, supported by processes and practice, that views H&S as a critical element of business as usual. • Demonstrates consistent consideration of embracing all elements of Te Whare Tapa Whā.

PERSON SPECIFICATION

TECHNICAL

- Is able to translate mātauranga Māori and information into the mainstream framework and vice versa.
- Working knowledge of media design and layout, Web best practice and photography.
- An understanding of Event Management.
- An understanding and proven experience of using Social Media Analytics.
- Website development, administration and maintenance.
- Knowledge of media and public relations law and practices.
- Able to write Media/Press Releases to a high standard.
- Photography/Videography skills, knowledge & or networks.
- Graphic Art Design skills, knowledge &/or networks.
- Has a developing knowledge of the MTT Group, the MTT Settlement Deed and its implementation.

CULTURAL

- Has a track record of successfully coordinating programmes and initiatives in an iwi or Māori context.
- Strong networks within Māoridom and knowledge of tikanga, kawa, marae and other Māori institutions.
- Ability to kōrero te reo Māori, understand and apply tikanga to work and experience incorporating Māori frameworks and methodologies into work practices.
- Is able to demonstrate cultural behavioural competencies and encourages others to do the same.
- Has a strong interest in the Hapū, the Maungaharuru-Tangitū Group and Māori development and an ability to develop solutions to meet their needs.

RELATIONSHIP MANAGEMENT

- Is able to interact effectively at all levels within kaupapa Māori, as well as comfortably within mainstream networks and with key stakeholders.
- Has an ability to influence others, but the ability to 'take them with you'.
- Has a proven ability to create and maintain relationships beneficial to achieving outcomes.

COMMUNICATION

- Well-developed writing skills.
- Well-developed interpersonal and communication skills, with the ability to negotiate, assimilate and communicate knowledge and information clearly and succinctly.
- Future orientated, anticipating trends and using this to formulate plans and alternatives for the future.
- Insight into organisational function and processes.
- Excellent facilitation skills with the ability to construct and present clear messages to diverse audiences.

OTHER ATTRIBUTES

- Has a high level of initiative, accountability and self responsibility.
- Has an appreciation of the MTT rohe, Tangoio marae and Hapū.
- Is a team player.
- Is reliable, self-motivated and self-directed, comfortable working with incomplete information and in a dynamic environment.
- Is flexible and willing to commit to the delivery of results.
- Has a sense of humour.
- Is able to work well under pressure.

QUALIFICATIONS AND EXPERIENCE

- Relevant tertiary qualification in Communications or equivalent.
- Proven experience in a similar Communications/Marketing role, preferably in an iwi/Māori organisation.
- Evidence of competency in Microsoft Office applications, particularly Word, Excel, PowerPoint.
- Evidence of competency with graphic art/design software.

- A clean driver’s licence.

JOB REQUIREMENTS

- This role will require frequent evening and weekend work, that is based on flexi-time.
- Commitment to being in Napier office as required.
- Willingness and aptitude to contribute to the team development and ongoing implementation of strategic goals.
- Ability to travel as required for the job.

JOB DESCRIPTION CREATED / AMENDED

Date: October 2019

SIGNATURES

On behalf of Maungaharuru-Tangitū Trust: _____ Date: _____
Signature

Employee: _____ Date: _____
Signature