



Job Description

Job Title:	Senior Media and Communications Advisor
Reports to:	Marketing & Communications Manager
Division:	Support Services
Department:	Marketing & Communications
Direct Reports:	None
Location:	HomeGround – 140 Hobson Street, Auckland (1010)

Te Tāpui Atawhai - Auckland City Mission

Ko wai mātou Who we are

Te Tāpui Atawhai Auckland City Mission supports Aucklanders in greatest need and is committed to upholding Te Tiriti o Waitangi as a core principle in achieving our organisational mission and vision.

Known as Te Tāpui Atawhai since July 2021, our Māori name symbolises our commitment to Tangata Whenua. We acknowledge that existing economic, health and social inequities for Māori are caused by breaches of Te Tiriti and the negative impacts of colonisation which are ongoing.

Our services have evolved as the city's social needs have. We respond with care and compassion while advocating for a reality where there are enough suitable homes, enough access to nutritious food, and accessible health care for all people and their families. Since our doors opened more than 104 years ago, this has been our 'why'. We offer support for however long and in whatever way needed – for some people that's simply accessing one of our many services, for others it's a complex journey with our full support.

Te Tāpui Atawhai Auckland City Mission is committed to fostering a diverse and inclusive workplace where staff feel valued and respected. This is foundational to our mission, vision and values as a Tangata Tiriti organisation.

Te Kaupapa o Te Tūranga - Position Purpose

The **Senior Media & Communications Advisor** leads all media and government relations activity for Te Tāpui Atawhai. This role positions the Mission as a credible, values-driven voice on hunger, housing, health inequity and social justice issues.

The Advisor provides expert strategic communications advice to the CEO, SLT, Advocacy team and Mission leaders, delivering proactive media engagement, managing reputational risks, and ensuring the organisation's voice is influential, culturally grounded, and aligned to tikanga and Te Tiriti o Waitangi.

This role strengthens the Mission's standing across Aotearoa by developing compelling messaging, building strong media relationships, guiding spokespeople, and ensuring clear, accurate and mana-enhancing communication with journalists, Ministers, MPs, officials and key sector partners.

This role is a key contributor to a collaborative, high-performing team where expertise is shared generously and kaimahi build on each other's strengths.

This role carries a particular responsibility to uphold Te Tiriti o Waitangi in how the Mission shows up publicly — ensuring that media, government and stakeholder engagement reflects the Mission's commitment to tino rangatiratanga, actively avoids perpetuating harmful narratives about Māori, and centres the dignity and mana of tangata whenua in all public-facing communications.

Ngā Kawenga Matua - Key Responsibilities

Across all responsibilities, this role brings a Te Tiriti o Waitangi lens to its work - ensuring the Mission's communications are developed with awareness of the structural and historical drivers of inequity, that messaging supports rather than undermines Māori-led solutions and tino rangatiratanga, and that kaimahi Māori and whānau Māori are held with cultural safety in everything we communicate and how we communicate it.

Media Relations & Public Commentary

- Lead all proactive and reactive media activity, ensuring the Mission is well-represented and understood across national, regional and specialist outlets.
- Build and maintain strong relationships with journalists, editors, producers and media commentators.
- Identify and pitch positive stories that highlight the Mission's impact, people and advocacy priorities.
- Respond quickly and strategically to media enquiries, ensuring accuracy, clarity and mana-protecting messaging.
- Prepare media releases, statements, talking points and Q&As.
- Ensure the CEO/Missioner is well-briefed and across the media landscape - proactively sharing relevant coverage, emerging issues and reputational opportunities to support informed leadership decision-making.
- Actively build the media capability of senior leaders, providing coaching, feedback and guidance that grows their confidence and effectiveness in public-facing and media contexts.
- Ensure all media activity reflects the Mission's commitment to Te Tiriti o Waitangi - actively working to prevent deficit framing of Māori communities, and ensuring stories involving tangata whenua are told with cultural safety, mana and appropriate consultation.

Government Relations & Political Insight

- Provide expert advice on government relations, monitoring political developments relevant to hunger, housing, health and social policy.

- Support the CEO, Missioner and SLT in engagement with Ministers, MPs, officials and public sector agencies.
- Prepare ministerial briefings, policy-facing communications, and stakeholder messaging that supports advocacy goals.

Strategic Communications Advisory

- Provide high-level communications advice to the CEO, Missioner and SLT on positioning, public messaging, reputational risk, and engagement opportunities.
- Develop speeches, presentations, opinion pieces, and organisational statements on sensitive or high-impact issues.
- Guide organisational narrative-setting, ensuring clarity, alignment and credibility across all channels.
- Contribute strategic communications expertise to MARCOMMS shared work, collaborating with kaimahi on content, stories and messaging to lift quality and narrative coherence across channels.
- Act as a senior thought partner to the Marketing and Communications Manager, contributing to team strategy, planning and capability development.
- Support the Marketing and Communications Manager in building team capability - contributing to a culture of strategic thinking, shared craft and continuous learning across the team.

Organisational Communications & Content Leadership

- Lead the development of key communications assets including:
 - Annual Report
 - Strategic messaging frameworks
- Champion consistent organisational narrative across all channels; digital, media, advocacy and stakeholder communications, ensuring the team's output reflects and reinforces the Mission's strategic messaging priorities.

Advocacy Communications & Alignment

- Work closely with the Advocacy function to ensure messaging is aligned across policy advocacy, media strategy, digital content and government engagement.
- Translate complex social issues into compelling public messaging that invites empathy, understanding and action.
- Support narrative development for system-change campaigns and sector partnerships.

Issues Management & Crisis Communications

- Lead crisis and issues management, including early risk detection, scenario planning and coordinated responses.
- Prepare crisis statements, internal holding lines, and external communications that protect the Mission's reputation and centre the dignity of the people we work with.
- Advise the Emergency Management Team on communication protocols.

Spokesperson Preparation & Coaching

- Prepare the CEO, Missioner, SLT and approved spokespeople for media interviews and public commentary.
- Provide coaching on key messages, interview techniques, risk areas and narrative discipline.
- Support staff to build confidence and represent the Mission well in public-facing roles

Stakeholder and Sector Communications

- Support strategic communication with government agencies, partner organisations, iwi partners, sector bodies, and community groups.
- Maintain strong relationships with agencies, media, and sector partners to amplify shared advocacy and messaging priorities.
- Ensure clear, respectful, and culturally safe communication with communities neighbouring Mission sites.
- Support fundraising efforts as required with media and communications activities.

Tikanga - Culture and relationships

- Demonstrate through actions commitment to Te Tiriti o Waitangi and the Mission's values of Manaakitanga, Atawhai, Rangapū and Mana Tika, Mana Ōrite.
- Demonstrate Cultural Safety principles when engaging with Māori: (Reflective Practice; Minimise Power Imbalance; Awareness of Colonisation; Appropriate Communication).
- Demonstrate cultural awareness when engaging with all people.
- Demonstrate empathy and understanding of issues including colonisation in NZ, trauma, mental health, addiction, poverty and homelessness.
- Ability to communicate clearly and effectively with people from all walks of life and at various organisational levels.
- Advocate for social justice, improved social conditions and a fair sharing of the community's resources.
- Actively contribute to a culturally safe environment for kaimahi Māori and whānau Māori, being mindful that this role's external influence carries responsibility to model Te Tiriti-consistent practice in how we communicate, whose voices we amplify, and how we tell stories about communities we serve.

Health and Safety, Quality and Compliance, Ethics

- Act within the professional boundaries outlined in the Mission Code of Ethics and Code of Conduct in all dealings with co-workers, clients and external agency stakeholders. Fulfil Te Tāpui Atawhai Auckland City Mission policies and procedures with particular attention to safeguarding, health and safety, equality, equity and diversity.
- Lead a culture of positive and engaged health and safety practice. Meet requirements of health and safety policy and the Health and Safety at Work Act NZ. Take responsibility to work safely by taking reasonable care of your own health and safety and ensuring your actions or omissions do not pose harm to yourself or others. Additionally, it is essential to comply with any reasonable instructions, policies or procedures provided to ensure a safe and healthy work environment for all.
- Comply with any other reasonable request from your manager or team leader.

Ngā Whēako – Ngā Tohu Mātauranga
Qualifications, Experience, Knowledge and Skill Requirements

The skills, experience and knowledge outlined below may be obtained from many different experiences. For example, from paid work, voluntary work, work undertaken within your Marae, Church, or from specific iwi/whānau responsibilities. The list below outlines transferable skills, knowledge and experience we are seeking for this role.

If qualifications are required for the role, they are also outlined below. If no qualifications or preferred qualifications are outlined, we will consider equivalent experience for the role.

Ngā Pūkenga Nui - Essential	Tūranga Motuhake - Role-specific
<ul style="list-style-type: none"> • Current full New Zealand Driver Licence. • Understanding and commitment to Te Tiriti o Waitangi and how it applies to your work. • Empathetic, calm, and able to respond supportively in stressful or emotional situations. • Good communication skills – able to speak and write clearly with people from all backgrounds. • Comfortable handling sensitive information and maintaining confidentiality. • Able to work well in a team and take initiative when needed. • Willing to reflect, learn, and grow in the role. • Shares and upholds the values of Te Tāpui Atawhai – Auckland City Mission. 	<ul style="list-style-type: none"> • Significant senior-level experience (5+ years) in media relations, public affairs or strategic communications in a complex or high-profile environment. • Demonstrated ability to manage proactive pitching, reactive media responses and sustained media engagement. • Strong reputation across media networks, with established relationships and high credibility. • Proven experience translating complex social, policy or system-change issues into compelling public messaging. • Strong understanding of central and local government processes, political dynamics and how media influences policy. • Demonstrated experience providing strategic advice to CEOs, SLT or Boards. • Excellent writing skills across formats: statements, speeches, releases, briefings, reports and opinion pieces. • Significant experience in issues management and crisis communications. • Sound judgement, calmness under pressure and the ability to respond quickly and strategically. • Strong analytical skills with ability to interpret data and inform decision-making. • A relevant qualification (preferred). • We welcome equivalent experience gained through community work, peer support, whānau roles, or volunteering.

	<ul style="list-style-type: none"> • Lived experience of homelessness, recovery, or social challenges is respected and valued in this role. • Strong understanding of professional boundaries and the ability to support others while staying grounded and respectful. • Awareness of the impacts of homelessness, particularly for Māori, and confidence engaging with diverse communities.
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Haere Mai - Why join us?
<p>Cultural Respect: Be part of an organisation that values and integrates te ao Māori into its core values and operations.</p> <p>Career Growth: Access to professional development and internal career progression opportunities.</p> <p>Supportive Environment: Engage with a diverse network of colleagues and participate in culturally enriching events and activities.</p> <p>Tō Mātou Kaupapa Our Mission: We provide immediate relief and pathways to long-term wellbeing for people in greatest need, through connection and access to kai, kāinga and hauora.</p> <p>Tō Mātou Kitea Our Vision: A Tāmaki Makaurau where everyone can thrive.</p> <p>OUR IMPACT STATEMENTS</p> <ul style="list-style-type: none"> • Homelessness is brief, rare and non-recurring with affordable and healthy homes a reality for every person in Tāmaki Makaurau. • Everyone has access to enough good kai to sustain themselves and their whānau needs. • Health care is accessible for all, including people living with the effects of colonisation in Aotearoa, trauma, mental unwellness and substance abuse.