

POSITION DESCRIPTION

Position:	Kaitūruki Whakapā – Communications Coordinator	
Team:	Te Taituarā (Business Unit)	
Reporting to:	Kaitātaki Whakapā – Team Lead, Communications	
Staff Responsibility:	Collegial support to other administrators	
Job Purpose:	<p>Te Taituarā team (Business Unit) aims to provide a seamless and highly efficient “engine-room” support team to kaimahi and whānau.</p> <p>The key responsibility of this position is to:</p> <ul style="list-style-type: none"> • drive the development and delivery of Te Oranganui communications strategies, ensuring the appropriate use of media relations, digital and social media and other tactics to support achieving the organisation’s mission • initiating, influencing and implementing all aspects of Te Oranganui Trust communications and engagement, building the profile and reputation of Te Oranganui Trust • manage all internal and external Te Oranganui communication and media engagement (both proactive and reactive) • provide graphic design support to all services of Te Oranganui Trust • manage the organisations website, sharepoint and provide additional IT support and advice to SMT alongside Yorb 	
Accepted by:	Employee Signature:	Date:

Background

Te Oranganui is an Iwi governed Health and Social Service Organisation. Established in 1993, Te Oranganui has eight service lines and covers the iwi boundaries of Ngāti Apa/Ngā Wairiki, Te Ātihaunui a Pāpārangi and Ngā Rauru Kītahi.

The eight services are:

Waipuna	Primary Health & Medical
Taihāhā	Disability Support Service
Waiora Hinengaro	Vocations, Mental Health and Addiction Services
Toiora Whānau	Whānau & Community
Puawai Whānau	Tamariki Wellbeing
Waiora Whānau	Healthy Families
Whakahaumanu Mana Tāne	Clinical Services Corrections
Taituarā	Business Unit

Vision Korowaitia te puna waiora, hei oranga motuhake mō te iwi
Mission Statement To empower whānau into their future

Values

Tika	Excellence in how we do things
Whānau	At the centre of everything we do
Pono	Act with honesty and integrity
Mahitahi	Committed to working together for the betterment of our Whānau, Hapū, Iwi and communities

Key Result Area 1. Communications

All Te Oranganui communication must be planned annually and developed in alignment with the Te Oranganui Communication Strategy.

1.1 Internal Communication Management

- Write, administer, and coordinate all internal communications for Te Oranganui, including:
- Raising staff engagement by regularly producing innovative and exciting internal materials for staff via the Rongo Kōrero Newsletters and Te Oranganui Intranet.
- Engaging and maintaining connections with kaimahi across all services to keep a pulse on organizational developments.
- Fostering inter-departmental collaboration to ensure services interact in the development of content for distribution (e.g., organizational videos and photos).
- Ensuring all content is created and delivered in alignment with the Te Oranganui Communication Strategy.
- Collaborating closely with the Senior Management Team to ensure communication meets their requirements and reflects organizational priorities.
- Designing and communicating promotional materials for events alongside the organization's event leads to maximize attendance and engagement.
- Providing support for organizational whanaungatanga events, service/contract launches, etc., including filming and photography as required.
- Collecting and analyzing feedback on internal communications to continuously improve engagement and effectiveness.

1.2 External Communication Management

- Manage, develop, and coordinate all external communications for Te Oranganui, including:
- Overseeing the management, development, and production of multimedia content for iwi newsletters, the website, and social media platforms (Facebook, Instagram, Twitter, LinkedIn) to raise the public profile of Te Oranganui and its health and social services. This includes sourcing, drafting, and scheduling content and images.
- Planning and managing the development of storytelling mechanisms to enhance the visual profile and narrative of Te Oranganui.
- Overseeing design and promotional materials for public distribution to ensure alignment with strategic objectives and branding.
- Providing communication counsel to the Mātaiwhetū and Senior Management Team as needed.
- Monitoring and evaluating the impact of external communications to measure effectiveness and adjust strategies as necessary.

Key Performance Indicators

- Increased kaimahi awareness levels, with staff more informed and engaged in internal happenings.
- Effective management and monitoring of external communication to uphold the integrity of Te Oranganui.
- Utilization of all available platforms for communication to enhance public profile of Te Oranganui.

Key Result Area 2. Design, Marketing, and Media Management

2.1 Marketing Management

- Plan and manage all marketing aspects for Te Oranganui, including the development and rollout of merchandise and organizational branding.

2.2 Campaign Development

- Plan, develop, and deliver timely, relevant, and targeted design and marketing strategies and campaigns that elevate Te Oranganui's public profile, including:
 - Creating engaging adverts for social media and the website.
 - Managing Te Waipuna TV's marketing and advertisement campaigns.

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- Developing visual materials for local, regional, and national promotional days (e.g. World Smoke free Day, Cervical Screening).
- Utilizing data analytics to assess the effectiveness of marketing campaigns and make informed decisions for future initiatives.

2.3. Media Engagement

- Manage all of Te Oranganui's media engagements, both proactive and reactive.

2.4. Publishing Standards

- Establish a standard of quality for all external publications, ensuring consistency and adherence to branding guidelines when advertising services and events.

2.5. Brand Management

- Actively monitor the use of the Te Oranganui brand, ensuring consistency of use and the integrity of the organization.

2.6. Graphic Design Services

- Complete graphic design requests for all services (within reason), including the development of posters, infographics, certificates, and brochures.

2.7. Official Publications

- Create, design, and develop all official Te Oranganui publications, such as the Annual Report, Service Directory, and Strategic Framework posters.

2.8. Annual Video Development

- Develop the Annual Te Oranganui Hui-a-Tau video to highlight the work and outcomes of the organization for display at the Annual Hui-a-Tau.

Key Performance Indicators

- A minimum of 6 marketing strategies delivered annually.
- Positive media engagement for Te Oranganui with proactive and reactive communications effectively managed.
- Consistency in the use of the Te Oranganui brand, with adherence to brand guidelines across all materials.

Key Result Area 3. Stakeholder Engagement

3.1. Relationship Building

- Develop and sustain effective relationships with key stakeholders, including community organizations, health providers, and government entities to foster collaboration and partnership opportunities.

3.2. Feedback Mechanisms

- Establish systems for gathering feedback from kaimahi, external stakeholders, and the community regarding communication effectiveness and organizational services, using the insights to inform strategies.

3.3. Community Engagement Initiatives

- Plan and execute outreach initiatives that involve the community in two-way communication, enhancing public understanding of Te Oranganui's services, values, and impact.

3.4. Workshops and Training

- Organize workshops and training sessions for staff on effective communication practices, brand management, and social media engagement to empower and educate kaimahi.

Key Result Area 4. Digital Communications and Innovation

4.1. Digital Presence Enhancement

- Assess and enhance Te Oranganui's digital communication strategy by incorporating innovative tools and technologies to improve outreach (e.g., webinars, podcasts, or online forums).

4.2. Content Strategy Development

- Develop and implement a comprehensive content calendar for digital platforms to ensure a diverse range of content types that engage different audiences.

4.3. Website and Social Media Optimization

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- Regularly evaluate and update the Te Oranganui website and social media profiles to ensure they are user-friendly and accurately reflect the organization's mission and initiatives

Key Result Area 5. Crisis Communication

5.1. Crisis Communication Plan

- Develop and maintain a crisis communication plan to outline procedures for communicating during emergencies or crises, ensuring timely and accurate information dissemination.

5.2. Crisis Training

- Conduct training for staff on crisis communication protocols to prepare them for effective communication during unforeseen circumstances.

Key Result Area 6. Evaluation and Reporting

6.1. Performance Measurement

- Establish metrics for evaluating the success of communication and marketing initiatives, using data to inform future strategies and identify areas for improvement.

6.2. Regular Reporting

- Create a framework for regular reporting on communication activities, including successes, challenges, and opportunities for improvement, to share with the Senior Management Team and stakeholders.

General Provisions

- Actively participate in Te Oranganui kaupapa activities including attending karakia, whanaungatanga, waiata etc
- Uphold the principles of Whanau Ora – working across teams and functions; acknowledging the unique skills and abilities all kaimahi bring.
- Ensure you maintain an accurate and up to date understanding of Te Oranganui policies and that you uphold these at all times.
- Ensure the health & safety of yourself as well as others in your working environment, upholding organisational health and safety policies and procedures at all times.
- Proactively promote Te Oranganui in a positive light in all activities.
- Actively participate in ongoing professional development.

The above statements are intended to describe the general nature and level of work being performed by the job holder. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the job holder. From time to time, personnel may be required to perform duties outside of their normal responsibilities as needed

PERSON SPECIFICATION

Experience & Qualifications

- Tertiary level qualification (Level 6 or higher) in communication, public relations, marketing and management or a commitment to attain one within two years
- Proven knowledge and experience of digital media and graphic design – examples are essential
- Demonstrated experience using digital technology platforms, developing and delivering strategic communications activities
- At least 3 years' experience in a similar role
- Current Full Drivers Licence

Essential skills

- Ability to prepare high-level briefings (both oral and written)
- Ability to communicate key messages to a diverse audience (e.g. government officials, business, iwi, local government, community and wider whanau)
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Word, Excel, PowerPoint, Outlook, Sharepoint) as well as proven experience of the use of the Adobe Creative Cloud suite; in particular the use of InDesign, Illustrator, Photoshop and Premiere Pro
- Experience in online content development, SEO and web best practises preferred
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships
- Excellent written and verbal communication skills with an eye for detail
- Skilled in handling changing and competing demands on time

Personal Attributes

- Detail-orientated with the ability to complete projects/tasks independently
- Creative and innovative
- Strong commitment to whānau, hapū and iwi
- Understand and practise Te Oranganui values and principles that underpin the vision of the organisation
- Ability to converse and understand Te Reo Māori me ōna tikanga
- Ability and willingness to work positively as a member of a team as well as the discipline to work independently

Physical Attributes – Administration/Management

- Occasional lifting up to 10 kg.
- Must be able to work in an office environment and sit for extended periods of time
- Manual dexterity needed for keyboarding and other repetitive tasks.
- Hearing and speech sufficient to communicate with others enabling direct and telephone communication
- Visual ability sufficient to read accurately, write/record in a legible manner and perform normal duties of this position

Other Requirements of this Position

- Non-smoker/Non-vaper – or a full commitment to remain smoke/vape-free during the hours of work
- Current clean, full NZ driver licence
- Must be able to pass Te Oranganui's background, vetting and worker safety checks
- New Zealand citizenship, permanent resident status, or a NZ work permit
- Zero tolerance towards family violence