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| Job Title: | Marketing & Communications Manager |
| Department: | Ranga Tōpū / Corporate Services |
| Responsible to: | Te Pouwhakahaere Ranga Tōpū / General Manager Corporate (CFO) |
| Responsible for: | Communications Team |
| Purpose Statement: | To initiate and execute internal and external communications, media relations, publications management, recruitment and image advertising, to advance the TToH brand, increase awareness of the organisation and raise its profile. |
| Mission: | <i>Mauri ora ki te Mana Māori</i> Realising Whānau Potential |
| Values: | <p>Kotahitanga: We are kaupapa driven and work with each other and others to enhance Whānau potential.</p> <p>Whanaungatanga: We are customer/whānau-driven and actively foster and form positive relationships, partnerships, alliances and connections.</p> <p>Kaitiakitanga: We exhibit custodianship and are stewards of our resources to advance the kaupapa.</p> <p>Whakamana: We are outcome focused and recognise, respect and uphold mana.</p> |
| Relationships: | <p>External – Sector Stakeholders and Networks, Communication Outlets, News Reporters and Photographers, Advertising Agencies, Printers, Community Organisations, Marae, Hapū, Community Groups</p> <p>Internal – Kaiwhakahaere Matua, Te Kaihautū, Senior Management Team, Te Haaro Board of Trustees, TToH Staff Rūnanga/Committees</p> |
| VCA Role: | Not a Children's worker |
| Structure: | Refer to Structure Chart |

KEY ACCOUNTABILITIES

Kaupapa Te Taiwhenua o Heretaunga

- Contribute to the delivery of effective and integrated services as part of a team and individually
- Work with manager and colleagues in a respectful and professional manner at all times maintaining focus on the kaupapa, and doing what it takes to advance the kaupapa
- Have an awareness of the wider support network that TToH offers whānau
- Understand and promote all aspects of the TToH Kaupapa
- Adhere to and apply TToH values in all aspects of TToH's work
- Participate in TToH kaupapa activities, including karakia, waiata and marae noho
- Take opportunities for cultural development to advance understanding, competence and contribution to the kaupapa
- Participate in TToH systems including the Management Operating System (MOS) and/or Tu Kahikatoa performance system, to maintain focus and achievement of performance deliverables
- Adhere to organisational and professional quality standards and work within team to promote continuous improvement of policies, procedures and practices
- Participate in regular peer supervision and/or professional supervision
- Work in a reflective manner and take opportunities for self-development

Health and Safety

- Comply with all requirements set out in TToH's H&S Policies, Standards and Procedures along with legislative requirements relevant to teams' activities
- Investigate any incidents, accidents and near misses and ensure risks/hazards identified are addressed
- Promote awareness of health and safety amongst employees and contractors under their control
- Undertake appropriate health and safety hazard and risk assessments and develop control measures to reduce the risks to employees and other persons
- Establish effective supervision of work activities to ensure safe methods of work and systems are maintained at all times
- Make arrangements for the provision of suitable vehicles, equipment, and protective clothing, and establish plans for their maintenance and replacement where necessary

Strategy

- Contribute to the development and implement Marketing and Communications strategies to support the organisation's ongoing development and community engagement

Operations

- Oversee the development and maintenance of TToH's digital communications and social media
- Co-ordinate all communications / marketing of major events for TToH
- Promote internal communication via all media
- Manage corporate identity, publications and media contact for TToH
- Create stories, speeches and presentations as necessary to promote the organisation and support management
- Proof all communications / publications before release

Event Coordination

- Coordinate and oversee the planning, promotion, and execution of key organisational events, including community engagements, launches, and kaupapa-based gatherings.
- Work collaboratively with internal teams and external partners to ensure events are culturally responsive, well-branded, and aligned with strategic goals.
- Manage logistics, communications, and stakeholder engagement to deliver high-quality experiences that strengthen relationships and elevate the organisation's profile.
- Ensure all events reflect the values of kotahitanga, whanaungatanga, and whakamana, and contribute to the realisation of whānau potential.

Brand Management

- Contribute to the strategic development and implementation of brand initiatives that reflect the kaupapa and values of the organisation.
- Ensure consistent brand messaging across all internal and external communications, publications, and digital platforms.
- Maintain and evolve the corporate identity to enhance visibility, trust, and engagement with whānau, stakeholders, and the wider community.
- Collaborate with internal teams to embed brand principles into service delivery and organisational culture, ensuring all outputs uphold the mana of the organisation.

Networking and Communications

- Establish and maintain key internal and external relationships
- Contribute to a strong TToH culture by developing and maintaining good internal working relationships

Media Liaison

- Be the first point of contact for the media; handle or delegate after discussion with the CEO along with all public relations issues for TToH
- Generate media campaigns which reflect the work and aims of TToH
- Maintain regular contact with media representatives to encourage open relationships
- Provide Public Relations advice to the organisation

Whānau Ora Practice

- Develop understanding of the communities that TToH works with
- Be responsive to internal customer needs
- Apply Te Ao Māori world view, tikanga and TToH values, to establishing trust, building rapport, and working with colleagues
- Build and maintain knowledge and understanding of TToH values
- Work collaboratively with other TToH staff to enable the provision of flexible and integrated care and support for whānau
- Build long-term relationships that support achievement of TToH goals

People Leadership

- Lead, support, engage and grow team members to deliver results aligned to TToH's philosophy, vision, mission and strategy
- Participate in the effective recruitment, selection and induction of staff as delegated and in accordance with TToH policies and procedures
- Manage performance of direct reports including developing performance plans and carrying out reviews
- Ensure staff have regular planned performance meetings and attend regular team meetings
- Manage and coach kaimahi in their daily work
- Ensure kaimahi work within TToH philosophy, values, policies, procedures and applicable legislation
- Ensure staff are trained, skilled and credentialed in their roles and ensure that their skills are maximised
- Champion effective practice and continuous improvement
- Review and approve timesheets and leave as per delegations ensuring they are accurate and service delivery is maintained
- Ensure staff are qualified, skilled and credentialed for their roles and that their skills are maximised
- Manage staff/team issues and complaints to resolution
- Maintain awareness of how your actions impact on others in your leadership role
- Monitor staff schedules and signs of professional overload

Team

- Be a resource to the team. Work collaboratively; contribute and share knowledge, skills, abilities to achieve organisation and whānau goals
- Initiate and nurture effective working relationships with team members, experts and networks
- Manage workload in accordance with all relevant standards and contract requirements, meeting assigned milestones and targets
- Carry out assigned duties as directed by manager, remaining flexible and able to carry out different tasks or work in different teams as required
- Prioritise attendance at Team meetings to ensure consistent messaging and understanding, and delivery of care and support to whānau or colleagues
- Provide support and training to others as part of in-service training in areas of expertise

Quality and Development

- Ensure communications and marketing services are delivered in a high-quality, customer-focused manner
- Manage the appropriate balance between quality and timeliness of services
- Maintain individual and organisational confidentiality
- Oversee the analysis of the effectiveness of digital communication activities
- Explore relevant project and pilot opportunities
- Prepare and submit monthly progress reports to the GM Corporate Services

Sector Knowledge

- Maintain knowledge, understanding and current developments of relevant sectors to inform service delivery

Other Duties

- Carry out additional duties from time to time as requested by management.

The key accountabilities of the role may change from time to time so that TToH is able to adapt to changes in the business environment.

PERSON SPECIFICATION

Essential Qualifications

- Tertiary qualification that demonstrates an excellent ability in the written word
- Communications / Marketing experience or relevant tertiary qualification

Desirable

- Current First Aid certificate
- Current Full Driver's Licence
- Experience in related field (e.g. Publishing / IT / Public Relations / Marketing & Advertising / Television)

Essential Knowledge and Experience

- Excellent grasp of English language and writing skills
- Understanding of the media
- Writing media releases
- Research, writing and editing publications
- High-quality computer skills, superior knowledge of Microsoft Office and SharePoint services
- Corporate communications experience / Brand development and management
- Project management
- Excellent written, oral communication and photography skills
- Be well organised – can work independently and to deadlines
- Proven experience working effectively with Māori communities

Desirable Knowledge and Experience

- Knowledge and understanding of tikanga and te reo Maori
- Proven experience working effectively with Māori organisations and understands the Principles of Te Tiriti o Waitangi
- Understanding of social issues facing Māori in Heretaunga
- Knowledge of the Privacy Act

PERSONAL ATTRIBUTES

Essential

- Excellent interpersonal skills
- Innovative.
- Motivated and energetic
- Flexible
- Positive
- Understand and can work in Te Ao Māori