

Job Description



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| Job Title | Senior Māori Communications Advisor |
| Reports to | Strategic Communications Manager |
| Direct Reports | None |
| Team | Marketing and Communications |
| Business Unit | Sector Engagement, Marketing and Communications |
| Location | Wellington or Auckland |
| Employment Status | Permanent |

Job Purpose

As a member of the Marketing and Communications team, the Senior Māori Communications Advisor will provide thought leadership on Te Ao Māori communications and contribute to uplifting our communications for iwi, hapū, whānau and Māori communities. The role provides strategic insight, ensuring internal and external communications best support Sport NZ Ihi Aotearoa's strategic outcomes and priorities.

The Senior Māori Communications Advisor is primarily tasked with servicing the Kāhui Rautaki Māori team through the development and delivery of communications projects, and in the provision of strategic communications advice.

The role works closely with senior leaders, the Marketing and Communications leadership team, and collaboratively across the organisation to continue building the capability in Te Ao Māori communications that support the Kāhui Rautaki Māori team to champion Ngā Mātāpono o Ihi Aotearoa and our organisation's vision and purpose.

The role ensures Sport NZ Ihi Aotearoa's commitment to Te Tiriti o Waitangi is reflected in all communications projects, providing specialist advice on communications to iwi, hapū, whānau, Māori communities and non-Māori audiences.

Ngā takohanga matua - Key Accountabilities

The Senior Māori Communications Advisor key accountabilities include:

- **Strategic Communication Advice**
 - Provide strategic input to the Marketing and Communications team work programme, the Sport NZ Ihi Aotearoa communications strategy and other key strategies and plans to ensure Te Tiriti o Waitangi and Te Ao Māori communications is reflected appropriately.
 - Provide strategic advice on issues, risks and opportunities which may impact iwi, hapū, whānau, Māori communities internally and externally.
 - Provide thought leadership by challenging and assessing the way Te Ao Māori is reflected in Sport NZ Ihi Aotearoa internal and external communications.
 - Provide strategic communications advice to Group Executive leaders and senior management alongside the Head of Marketing and Communications and Strategic Communications Manager.
 - Contribute to the development of the Marketing and Communications team's strategic planning processes, ensuring Te Ao Māori capability is a continued focus and efforts align with overall Sport NZ Ihi Aotearoa outcomes.
 - Develop and implement comprehensive communications plan and strategies.
 - Be a subject matter expert for Te Ao Māori communications, ensuring opportunities are taken

and best practice is followed wherever possible.

- Provide quality assurance and advice on the development of communications and content for iwi, hapū, whānau, Māori communities.
- Provide account management services to the Kāhui Rautaki Māori Business Unit, managing communications and marketing on behalf of the Marketing and Communications team.
- Lead the implementation of the Sport NZ Ihi Aotearoa Te Ao Māori Communications Plan.
- Lead the appropriate use of Māori taonga (e.g. graphics, videos, images) used for the organisation's marketing and communications.
- Support the Kāhui Rautaki Māori team with tikanga and te reo components of event management, supporting the delivery of assets as needed.
- Contribute to the work of the broader Marketing and Communication team to ensure it incorporates a bi-cultural approach.

- **Relationship Management**

- Building strong relationships with senior managers and subject matter experts around the business, to provide expert advice and enable account management of communications work – with specific responsibility within the allocated portfolio.
- Contributing to Sport NZ's relationship with the Minister's office and HPSNZ, including proactive relationship building.
- Develop relationships with Māori media, communications and design agencies (as required).

- **Content Creation**

- Identify opportunities to proactively tell the story of Māori participation in play, active recreation and sport across all external and internal communication channels.
- Creation of high quality written Māori participation content for external channels, particularly social media, partner and sector communications.

- **Māori Capability Development**

- Improve Māori/bi-cultural marketing and communications approaches across the Marketing and Communications Team as guided by the Kāhui Rautaki Māori Business Unit.
- Supporting the Strategic Communications Manager by providing accurate and timely information and Māori/bi-cultural advice as required.

- **Other:**

- Comply with the provisions of the Public Records Act 2005 in relation to the creation, maintenance and disposal of information as defined in the internal Records Management policy and procedures. This relates to all information created or used and includes email.

- **Health, Safety and Wellbeing**

All Ihi Aotearoa and HPSNZ employees have a responsibility to work towards maintaining a safe and healthy work environment for both work colleagues and visitors, including contractors. This is achieved by:

- practising and encouraging safe work methods, using resources and equipment appropriately.
- taking all reasonable and appropriate steps to minimise and where possible, eliminate the risk of harm or injury to others.
- reporting all workplace hazards, incidents or near misses to the appropriate person or authority.
- individual ownership of personalised wellbeing initiatives that are supported by Ihi Aotearoa
- Ihi Aotearoa health, safety and wellbeing policies and processes are observed and implemented on time and to standard.

Key Relationships

Internal

- Kāhui Rautaki Māori Group
- Group Executive Team
- High Performance Sport NZ

External

- Whānau, hapū, iwi, Māori communities
- Māori partners of Sport NZ Ihi Aotearoa
- Māori media, designers, photographers, writers, videographers and translators
- Minister's office
- Other government agencies

Person Specifications

The Senior Māori Communications Advisor will have the following experience, skills and knowledge:

- **Essential**
 - 10 years' experience in communications and/or journalism from a Te Ao Māori perspective. Public sector experience would be beneficial.
 - Experience in all aspects of modern communications and media practice (including working with Māori media, social media and design management), utilising communications best practice across a range of platforms and channels.
 - Project and budget management, with the ability to plan, manage, and prioritise multiple and competing tasks and projects to meet deadlines and produce quality results.
 - Excellent written and oral communication skills.
 - Exceptional relationship management skills, especially with Māori rōpū, groups.

- **Desirable**
 - Confident Te Reo Māori speaker.
 - Exceptional analytical and decision-making skills and the ability to use these skills effectively in a fast-paced environment.
 - Competent working with electronic systems and tools
 - Proactive in identifying project demands and new opportunities by, for and with Māori.
 - Experience in advocacy for Māori voices and views in projects.
 - A sound understanding of the sector and the issues affecting whānau Māori.

- **Qualifications**
 - A relevant tertiary qualification

Further Information

Delegated Authorities:

This role holds delegated authority for financial decisions and other matters. Please refer to the Delegations Manual for more information.

Flexible Work Arrangements:

This is a **full-time position**, and we are able to discuss flexible work arrangements in line with the flexible working arrangements policy.

About Sport NZ

Our Strategic Direction 2032

Our Purpose:

- To contribute to the wellbeing of everybody in Aotearoa NZ by leading the play, active recreation, and sport system.

Our Vision:

- Every Body Active

What we are aiming for (Strategic Outcomes):

- Improve physical activity levels through play, active recreation, and sport.
- Improve the experience of participants, volunteers and supporters in play, active recreation, and sport.
- Increase variety of culturally distinctive pathways in physical activity for tangata whenua and all New Zealanders
- The play, active recreation, and sport system is more impactful, inclusive, trusted and reflects the principles of the Treaty of Waitangi

Success means:

- We and our partners are impactful and improve the system; are inclusive; operate with high levels of integrity and collaboration; and work in the best interests of individuals and whanau.

Our Culture - Te Mauri ake o Ihi Aotearoa, The Sport NZ Way:

Together we can

Start with Open

- We take a genuine interest in one another. We share ideas and collaborate. Always with openness and positive energy. And with respect for each other's talents and time.

Stay Curious

- We're passionate about creating the best future. That takes imagination, bravery and expertise. A thirst for continuous learning. And being open to feedback.

Act for Impact

- We strive for results. And are prepared to make bold decisions to achieve them. When the evidence demands this. Intelligence, analysis, action.

Lead us There

- We are all leaders – and aspire to be great ones. Always learning and leading by example. Reflecting on our own behaviour and performance. And being willing to change.

Ā mātou mauri

These values have also inspired the names of our mauri pounamu that found us in the Arahura River in Te Tai Poutini. They are a tangible reminder of our commitment to Te Tiriti o Waitangi and Māori, they are naturally becoming more deeply embedded in the psyche of our organisation influencing behaviours, actions and providing both guidance and reassurance as we navigate uncharted waters on our cultural journey.

- **Kia pono ki te kaupapa** - authentic to the purpose;
- **Kia tika te mahi** - act with integrity;
- **Me aroha ki te tangata** - respect for others

Our Commitment to Te Tiriti o Waitangi

Sport NZ Ihi Aotearoa is committed to Te Tiriti o Waitangi through the enactment of the Treaty Principles, Partnership, Protection, Participation. As a Crown Entity we are a partner to Te Tiriti o Waitangi and with that comes an accountability and responsibility to uphold the mana o Te Tiriti o Waitangi

Sport NZ Ihi Aotearoa is also committed to building a bi-cultural foundation that acknowledges:

- **Our past** - Sport NZ is committed to upholding the mana of Te Tiriti o Waitangi
- **Our present** - Sport NZ is the kaitiaki of the play, active recreation, and sport sector
- **Our future** - enabling opportunities for tangata whenua and all New Zealanders to participate and succeed.

Public Service Commission

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa.

Ināianeī, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi.

Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Acknowledgement of Position Description

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| Manager Name: | Signature: | Date: |
| Employee Name: | Signature: | Date: |