

## Role Profile: **Corporate Communications Advisor**

### Purpose

Whakaata Māori has clear aspirations and objectives for kaimahi (staff) and āpiti (partners) within our 25-year strategy, Te Huapae.

The Ranga Pakihi (Business Growth & Partnerships team) is tasked with building positive and mutually beneficial relations with partners, and identifying additional business growth and revenue opportunities for Whakaata Māori.

The purpose of the Corporate Communications team is to plan and implement corporate and internal communications to support the achievement of Te Huapae outcomes and support the successful implementation of the Business Growth & Partnership strategy and action plan.

The Communications Advisor supports the Corporate Communications Manager to deliver this.

### Ranga

Ranga Pakihi (Business Growth & Partnerships team)

### Reports to

Corporate Communications Manager

### Key accountabilities

- Corporate Communications
- Internal Communications
- Relationship management
- Professional and Language Development
- Health and Safety
- Contribution to Māori Television

### Key responsibilities and expected outcomes

Key accountability	Key responsibilities	Expected outcomes
<b>Corporate Communications</b>	<ul style="list-style-type: none"> <li>• Support corporate communications activities delivered by the Corporate Communications team outcomes, including:               <ul style="list-style-type: none"> <li>- Developing communications plans that clearly identify and outline objectives, risks, key messages, and plans for engaging with our audiences.</li> <li>- Create, produce, direct, edit / manage external suppliers in delivering digital communication messages</li> <li>- Manage and mitigate organisational communication risks.</li> <li>- Reactive media management through: effectively responding to media queries and managing media databases as</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Development and delivery of business-aligned communications plans that support achievement of business objectives</li> <li>• A planned, coordinated and integrated approach to media management.</li> </ul>

	<p>required.</p> <ul style="list-style-type: none"> <li>- Manage corporate social media and corporate website</li> </ul>	
<b>Internal Communications</b>	<ul style="list-style-type: none"> <li>• Support Internal communications activity, including: pānui, kaimahi events, managing the intranet and kaimahi Facebook page; coordinating with reo team and other team activities</li> <li>• Support the Tāhuhu Rangapū and Te Pae Urungi communication needs</li> <li>• Support key events and organisational activity</li> <li>• Support organisational culture development and knowledge building</li> </ul>	<ul style="list-style-type: none"> <li>• Development of high quality and effective internal communications content.</li> <li>• Internal communications support Te Huapae outcomes</li> <li>• Internal communications are relevant, timely and ensure kaimahi are informed</li> </ul>
<b>Communications Advice and Support</b>	<ul style="list-style-type: none"> <li>• Provide advice on how to best utilise integrated communications to deliver against business objectives.</li> <li>• Contribute to the implementation of key internal and external communications programmes and initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Business receives timely and quality advice on how best to use communications to deliver against its business objectives.</li> <li>•</li> </ul>
<b>Relationship management</b>	<ul style="list-style-type: none"> <li>• Effectively manage and maintain relationships with all relevant stakeholders</li> <li>• Support Business Growth &amp; Partnerships stakeholder engagement strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships are well managed with effective communication</li> </ul>
<b>Professional and Language Development</b>	<ul style="list-style-type: none"> <li>• Identify, in conjunction with your Manager, areas for both technical/craft and language related development</li> <li>• Demonstrate active participation in development activities agreed with your Manager</li> <li>• Actively seek out and take on board feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Keep up to date with what's happening in the wider media landscape to fuel and expand your own learning</li> <li>• Training and development/ reo Māori goals are identified/agreed with your manager</li> </ul>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• Promote a safe and healthy workplace by undertaking responsibilities as described in Māori Television's health and safety policy and procedures</li> <li>• Take all steps to ensure own and others safety at work; ensuring that you do not put yourself or others at risk of harm</li> </ul>	<ul style="list-style-type: none"> <li>• Be a visible advocate and lead by example, supporting and promoting safety awareness and ensuring your actions create and reflect a safe work environment</li> <li>• Health and safety requirements upheld</li> </ul>

#### Person specification

#### Qualification/s

- Relevant communications and/or public relations or similar tertiary qualification or equivalent experience.

#### Experience

- Minimum of 2 years' working experience at a corporate level

- Ability to build positive working relations and work collaboratively to reach shared goals and deliver best practice communications
- Ability to drive internal and external communications
- Sound knowledge of current communication methodologies, tools, techniques and channels.
- Experience working with media, including comfort in responding to media enquiries.
- Good level of understanding of Government processes including the OIA and reporting requirements

### **Essential Skills**

- Experience in internal and external communications, channels and frameworks, and measurement and research
- Outstanding written and editing skills
- Experience in planning and delivering multi-channel communications including videos, imagery, captivating copy and web content, as well as identifying and mitigating risk
- The ability to think critically and analytically about issues and develop fit for purpose solutions
- Working knowledge of government processes
- Experience in developing and managing relationships with stakeholders
- Experience in working with media
- A proven ability to deliver quality material on time and within budget.

### **Te Reo Māori Fluency**

- Preferred : Fluent in te reo Māori
- Essential : Exposure to Te Ao Māori and acknowledgement that the learning of te reo Māori is a requirement of this role

### **Other role requirements**

- Flexibility to work evenings/weekends when required
- Ministry of Justice check