

TŪWHARETOA MĀORI TRUST BOARD

JOB DESCRIPTION

JOB TITLE

Communications Manager

PURPOSE

To ensure the coordinated and integrated delivery of all marketing, communications and event strategies and plans across the organisation, that is consistent with strategy and policy.

To demonstrate behaviours that are consistent with the Tuwharetoa Maori Trust Board's culture and contribute to maintaining a supportive and collaborative team focussed environment.

To support the overall delivery of the organisation's strategic plans and delivery.

SPECIFIC DUTIES & RESPONSIBILITIES

Marketing & Communications Strategy Planning

- Develop integrated communications strategies and implementation plans
- Lead, facilitate or coordinate their integrated implementation.
- Ensure the effective monitoring, analysis, and regular reporting on implementation against plans.
- Prepare a cost-effective and actionable draft plan for CEO approval within agreed timeframes.
- All communication plans are implemented to agreed standards.
- Develop and manage the Communications budget.
- Reporting and accountability requirements and standards are met.

Marketing & Communications Service Delivery

- Develop and implement communication initiatives identified in the communications strategy.
- Provide pro-active communication and media advice and support to the CEO and Senior Leadership team.
- Leverage multimedia platforms (e.g., social media, website) to enhance brand visibility and promote key messages.
- Informational and communication collateral materials and resources are prepared and readily available at all times.
- Specific communication plans are developed for individual projects and strategic initiatives.
- Initiatives are effective and contribute to key outcomes and messages outlined under the Communications Strategy.
- Internal and external stakeholder communications are monitored and any potential risks and/or issues are raised to the CEO in a timely manner.
- Deliver high-quality, timely research and speechwriting support to the CEO and Strategic Leadership Team
- Monitor media inquiries and advise the CEO on management of issues.
- Draft and distribute press releases as required.
- Identify and regularly use cost-effective multimedia and social media channels.
- Provide strategic communications advice and support to the CEO for special projects as required – indicative projects include Ngati Tuwharetoa Economic Authority Hub, and Engagement with Tuwharetoa Entities regarding a single whare concept.
- Agreed actions and tasks are provided within agreed timeframes.

Corporate Brand & Logo Delivery

- Develop, implement and promote approved brand, logo and corporate identity measures.
- Corporate identity / brand is within the approved Branding Strategy and guidelines.
- Corporate identity / brand is maintained and protected.
- Obtain prior approval for external sponsorships involving brand collateral.

Printed & Electronic Publications Delivery

- Develop and contribute to TMTB's printed and electronic publications.
- Produce Annual Report
- Produce Te Kotuku Magazine
- Identify and develop story and content ideas for Te Kotuku, TMTB website, Facebook and the TMTB Annual Report.
- Edit, proof and publish Te Kotuku and the TMTB Annual Report.
- Assist when required with editing, proofing and the production of other printed and electronic publications.
- Publications and reports are produced within agreed timeframes and are effective.
- Ensure content is dynamic, strategically aligned, and showcases the Board's achievements and impact.

Collaborative Relationship Management

- Establish and maintain meaningful relationships with key agreed/targeted external and internal stakeholders in the delivery of administration support.
- The Trust, beneficiaries, management team, and other Trust teams are effectively engaged in a manner consistent with TMTB policy, protocol and guidelines.
- Assess the effectiveness of beneficiary engagement.
- Work programme impacts and other interdependencies are identified and collaboratively worked through and managed.
- Incorporate feedback from Trust beneficiaries into the workplan.

Team Contribution

- Contribute to the ongoing development of a high performing team.
- Contribute to the establishment of a strong stakeholder/customer and solutions focused culture.
- Contribute to the ongoing proactive support of Health & Safety standards and policies.
- Develop self-awareness, understanding and implement a leadership role within the team.
- Contribute positively towards developing a high performing team.
- Work within your team to establish strong stakeholder relationships.
- Demonstrate a solutions focused approach to your role.
- Actively promote a strong Health and Safety culture.
- Proactively identify Health & Safety related concerns in relation to TMTB related tasks and activities.

Risk Management

- Ensure all risks are managed appropriately, statutory compliance obligations (incl. H&S) are met, and that all TMTB policies, systems, processes and delegations are adhered to.
- Ensure full compliance with mandatory systems, with no identified non-compliance issues
- Identify, implement, and report on improvements to systems and processes.

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

Relating and networking

- Commitment to Excellence
- Sets high personal and professional standards, assumes responsibility and accountability for successful completion of projects, assignments or tasks. Consistently gives careful attention to all the detailed aspects of a role, shows a high concern for accuracy.

Communication & Personal Effectiveness

- Projects credibility
- Maintains effective performance even when under pressure (such as teamed pressure, shifting/conflicting priorities or job ambiguity) when facing opposition from others or in an uncertain environment.
- Recognises one's emotion and feeling and their effects; recognises the impact of own behaviour on others; acts professionally at all - Maintain and present a professional approach to/in all activities undertaken;
- Ensure that the highest levels of confidentiality are maintained at all times;
- Be adaptable and flexible recognising the opportunities that change presents – adapting and responding positively to change.

Qualifications

- Tertiary qualifications in a relevant discipline such as Communications, Marketing, Public Relations, or Journalism.

Technical Knowledge & Skills

- Management experience in a complex organization in the fields of public relations, communications or marketing.
- Demonstrated comprehensive understanding of the media industry and an ability to develop and maintain a strong professional working relationship with the media industry.
- Exceptional written and oral communication skills
- Demonstrated ability to develop, implement and review effective media management and communication strategies in a diverse organization – and evaluate the effectiveness of these strategies throughout their timeline.
- Strong networks within Ngāti Tūwharetoa whanau, hapū and iwi
- An understanding of Ngāti Tūwharetoa tikanga, kaitiakitanga, matauranga Māori and its relationship to project design and implementation
- A track record of delivering successful projects and knowledge of project management methodologies, milestone reporting and project costings
- Experience in managing contractors and budgets
- Ability to work in a team using a collaborative approach to achieve the delivery of results and ability to manage a technical team, including allocation of work to others
- The ability to draft and finalise large and complex projects and documents
- The ability to simplify complex documents in a manner that enables ease of understanding and communication to a wide range of audiences
- The ability to verbally present information internally and externally (Te Reo Māori desirable)
- Understanding of the Trust Board's legislative framework
- Confident in working in Te Ao Māori environments
- Ability to promote a culture where health and safety are seen as integral to success
- Manages knowledge and information to ensure it is secure and to enable appropriate access by others in the organisation
- Has an advanced knowledge of Microsoft applications including Word, Excel, Office and PowerPoint
- Sense of humour, adaptability, flexibility and comfort with complexity