

# Wairarapa Moana Incorporation

**ROLE** Senior Communications Advisor  
**REPORTS TO** Manager, Wairarapa Moana Incorporation, Masterton  
**POSITION** Contract, Part Time  
**LOCATION** Flexible



## ORGANISATION PROFILE

Wairarapa Moana Incorporation represents shareholders and descendants of the original owners of Wairarapa Moana; we

- ✓ are a Māori Land Incorporation, with a large dairy farming and forestry enterprise at Mangakino in the South Waikato.
- ✓ are recent winners of the most prestigious award in Māori farming, the 2024 Ahuwhenua Trophy for Dairy.
- ✓ are recognised for our excellence in farming practices, profitability and sustainable management of our whenua.
- ✓ support the development of our future leaders; and support our whānau and marae to be strong and confident in their culture, heritage and identity as descendants of Wairarapa Moana tīpuna.

*Our Vision - 'to nurture our people, our place, our future' within a philosophy of Kaitiakitanga.*

*Our Values - tika / integrity; whanaungatanga / communication; rangatiratanga / courage; wānanga / knowledge; and kotahitanga / working together.*

## POSITION PURPOSE

As Senior Communications Advisor you will be working with Wairarapa Moana Incorporation to tell our story, simply, and creatively to the world; and to ensure our shareholders and whānau are up to date with our business and activities. This is an opportunity to work with a team who are committed to an innovative inter-generational Māori business.

## POSITION RESPONSIBILITIES

As Senior Communications Advisor, you will work with Wairarapa Moana Incorporation to:

1. Develop and implement strategic communications that support the direction of the organisations
2. Update our existing communications channels, where appropriate
3. Develop, build and grow new digital channels and social media platforms
4. Initiate, promote and support effective internal communication practices
5. Lead the content development, layout and production of our newsletters, pānui, website, digital channels and social media platforms
6. Identify, develop and maintain relationships within the organisations, including our shareholders and whānau
7. Deliver all communication activities around key events, initiatives including sponsorship opportunities
8. Manage media relations including press releases and media statements
9. Agree a communication policy, work plan, key deliverables and timelines
10. Prepare reports and presentations on communication activities as requested.

## **KEY COMPETENCIES**

To be considered for the Senior Communications Advisor role the ideal person will need to demonstrate:

1. An ability to implement communication strategies.
2. Excellent content development skills and experience, including experience in working innovatively to deliver information and stories using media, digital channels and social media platforms.
3. An ability to write, concisely and succinctly.
4. An ability to research, and ensure information is correct and informative.
5. An ability to develop quality assurance processes.
6. An ability to prioritise work, manage risk and deliver in a timely manner.
7. Experience as a great communicator, self-starter and creative problem-solver, who can communicate internally, new developments and deliver these in a way that is simple and understandable; and helps build our knowledge and capability in working in the digital space.

Desirable qualities:

1. A relevant qualification in communications and journalism or experience in communication roles.
2. Te Reo Māori skills and experience in working in a kaupapa Māori environment.
3. An ability to build and maintain working relationships.

If your experience looks a little different from what we've identified and you think you can bring value to the role, we'd love to learn more about you.

Interested in this position? Starting salary will reflect skills and experience relevant to the role.

## **TO APPLY**

Email your covering letter and CV to: [info@wairarapamoana.org.nz](mailto:info@wairarapamoana.org.nz) or Telephone 0800 662 624.