**Position Description**

|  |  |  |
| --- | --- | --- |
| **Position title** | | Kaitohutohu Pāpāho Māori - Media Advisor (Māori) |
| **Department/School** | | Communications |
| **Faculty/Division** | | Communications and Marketing |
| **Reports to (Title)** | | Media and Communications Manager |
| **Direct reports** | | Nil |
| **Children’s Worker (**[**Vulnerable Children Act 2014**](https://www.orangatamariki.govt.nz/assets/Uploads/Documents/Universities-NZ-Vulnerable-Children-Act-Guidelines-2015-Dec-2015.pdf)**)** | | Not applicable |
| **The University of Auckland as an employer** | | |
| *(Optional – Delete if not used)* | | |
| **ABOUT THE FACULTY or DIVISION** | | |
| **The Communications Office**, part of the wider Communications and Marketing Division, is responsible for enhancing the reputation of the University, its staff, students, and wider community through a variety of ways. These include showcasing achievements, successes and positive impact on the communities we serve, fostering the University’s role as ‘critic and conscience of society’ through debate, opinion and thought leadership on issues that are relevant to society, ensuring what is said about the University in the wider world is fair, balanced and accurate, managing issues and crisis communications proactively and sensitively, and supporting internal communications to ensure staff and other internal stakeholders are informed and engaged.  **The PVC Māori office** focuses on developing a positive Māori profile within and about the University and helping develop Māori programmes in liaison with the Vice-Chancellor, Māori staff, students, and the community. The PVC Māori advises the University at all levels, from the Vice-Chancellor to the University Executive Committee, faculties and service divisions. At the faculty level, the office works with Kaiārahi to support both academic, professional staff and maintains working relationships with Māori student groups. The PVC Māori is also responsible for Waipapa Marae and the Rūnanga. | | |
|  | | |
| **MAIN PURPOSE OF THE POSITION** | | |
| He pou herenga kōrero ki ngā kaupapa māori ā-roto, ā-waho i Waipapa Taumata Rau.  The role has a specific focus on telling Māori stories, engaging with Māori media, and connecting with Māori communities and stakeholders. Responsible for increasing the University’s profile in the news media, among key audiences, and in the community at large through a variety of communication channels including print, digital, media relations and social networks. | | |
|  | | |
| **WHAT YOU ARE EXPECTED TO DELIVER** | | |
| **Operational activity** | * Develop a strong understanding of needs of the Māori community in terms of what the University provides * Obtain positive media coverage that will increase the profile and enhance the brand positioning of the University, its faculties and departments through coverage of research, teaching and other achievements of staff, students and alumni, and their engagement with and contribution to communities of interest. * Develop, implement and regularly review an effective and focused media relations plan that will raise the profile of kaupapa lead by Māori staff and students. * Generate ideas, identify proactive media opportunities, pitches and media releases, features and editorial of particular relevance of the Māori community including print, and all relevant digital media. * Develop internal and external Māori media resources e.g. networks * Contribute to Māori (UoA) social media platforms * Source or work with University Media Productions and others to create relevant videos and photos. * Provide advice and support for marketing campaigns as required. * Provide media advice to senior staff on issues and strategic initiatives. * Facilitate media training on both a formal and informal basis as required. * Contribute to media training resource to meet the needs of Māori staff * Respond to media enquiries in a timely manner. * Identify possible issues and risks that could impact the reputation of the University and escalate accordingly. * Contribute to regular reports on the University’s media performance with respect to Māori academics/achievements and stakeholders * Monitor media coverage of issues and areas of interest to Māori stakeholders. Identify trends and issues to inform future campaigns. * Support internal communications function to deliver about and to Māori internal stakeholders * Other duties as assigned. | |
| **Stakeholder engagement** | * Develop understanding of and effective relationships with Māori stakeholders * Build strong relationships with Māori media agencies * Build networks among the Māori community – professional and academic - within the University * Maintain a customer-focused approach in the delivery of services. * Establish and manage key working relationships with relevant journalists, writers and specialist reporters in TV, print, radio and the online environments. * Where appropriate, or as directed, actively seek feedback regarding service delivery from stakeholders / users / customers and input into continuous improvement initiatives and activities. | |
| **Valuing equity** | * Support the University’s commitment to Māori, and the Te Tiriti o Waitangi. * Demonstrate Equity behaviours and values aligned with the University Leadership Capability framework in day-to-day interactions. | |
| **Health and safety** | * Responsible for setting Health and Safety performance standards for their specific area of responsibility and of monitoring these standards on an on-going basis. * Ensure that risk assessments in your area are carried out and then approved. * Ensure that the risk assessment is recorded, regularly reviewed, updated and shared with affected people. * Ensure that staff within their remit received induction, training, resource, advice and support and are supervised until deemed competent. * Ensure that staff are aware of and adhere to the University’s Health and Safety Policy, protocols and local arrangements. | |
|  |  | |

|  |  |
| --- | --- |
| **KNOWLEDGE, SKILLS, EXPERIENCE AND CAPABILITIES** | |
| **Qualifications** | **Preferred:**   * A degree in communications, journalism, public relations, media studies or related discipline, or a demonstrated equivalent mix of relevant professional experience and qualifications. |
| **Experience** | **Essential:**   * Proven experience in media relations with Māori in either the public or private sector. * Experience in managing integrated media and/or public relations campaigns * A sound understanding of social media and digital communications trends and strategies. * High level of oral and written communication in both English and te reo Māori * Interpersonal, negotiation, analytical and problem-solving skills. * Well-developed organisational skills with the capacity to manage competing priorities, maintain attention to detail and meet deadlines. * Sound knowledge of media operations with contacts across TV, print, radio and online; experience in liaising with and pitching to the media and a proven ability to obtain coverage. * Detail oriented and with the ability to multi-task and manage several projects simultaneously on time and on budget. * Demonstrated ability for accuracy and thoroughness.   **Preferred:**   * Media and public relations experience within a university environment. |
| **Skills and Knowledge** | **Essential:**   * A high knowledge level of te reo and tikanga Māori * Experience using online media databases, online photo libraries, with overall high computer literacy.   **Preferred:**   * Taumata 3 or above Te Taura Whiri LFE |
| **Leadership Capabilities** | Essential *Refer to the Leadership Framework* |
| The five leadership dimensions and associated capabilities (5D Leadership) reflect and encourage a culture of distributed leadership for all staff. The Leadership Framework is an important part of how we attract, select, develop and enable staff achievement.  For the annual Professional Staff performance and development planning and review process (EVOLVE), you and your manager will choose the appropriate capabilities as outlined in the [EVOLVE process](https://www.staff.auckland.ac.nz/en/human-resources/evolve.html). | |

|  |  |
| --- | --- |
| **KEY RELATIONSHIPS** | |
| **Internal:**   * Office of the PVC Māori, * Communications and Marketing Community, * individual academics and professional staff, * Academic and Professional leaders, * Media Productions team | **External:**   * Māori organisations and community stakeholders including iwi, hapū, whānau, pakihi, wānanga etc * Journalists, producers and editors generally and particularly specialist Māori media |

|  |
| --- |
| **DELEGATED AUTHORITY** |
| **Human Resources**  No formal responsibility for staff. |

|  |
| --- |
| **HEALTH AND SAFETY** |
| **All staff have a responsibility for their own health and safety, and that of others who may be affected by their work and their acts or omissions.**  Staff will:   * Ask for assistance if they are unsure what to do * Make themselves aware of and follow the contents of the University’s Health and Safety Policy, standards and guidelines * Undertake all health and safety training and induction, as required * Report any unsafe or unhealthy working conditions or any faults in equipment to the Academic Heads or Directors of Service (or their delegated nominee) * Ensure that all appropriate personal protective equipment is worn or used as required * Familiarise themselves with and adhere to local emergency procedures and how to provide appropriate assistance to others |

|  |
| --- |
| **OCCUPATIONAL HEALTH** |
| **The following aspects of the role require a good level of health and fitness, or involve risks to health in some pre-disposed individuals, and require referral for a pre-employment health assessment and/or ongoing health surveillance.**  (please add details, or delete if not applicable) |

|  |
| --- |
| **FINANCIAL RESPONSIBILITY** |
| **Budget Expenditure**  No **authority** to commit to expenditure.  **Purchase Orders**  No authority to approve or issue purchase orders.  **Purchase Card (P-Card)**  No authority to use a Purchase Card (P-Card)  **Correspondence**  No authority to sign external correspondence |

|  |  |
| --- | --- |
| **TABLE ONE: 5D LEADERSHIP CAPABILITIES**  **These capabilities are for Professional Staff (except Senior Leaders) and  Academic Staff:** Lecturer, Research Fellow, Senior Research Fellow, Professional Teaching Fellow and Senior Tutor | |
| **Dimension** | **Capabilities** |
| **C:\Users\sdau001\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\JBCWHJNV\LeadershipIcon.jpg**  **Exhibiting Personal Leadership**  Rangatiratanga  Role modelling leadership behaviours to engage others and support the University’s values and aspirations. | **Personal Attributes:** Displays integrity, professionalism, adaptability and courage, accurately perceiving and interpreting own and others’ emotions and behaviours in the context of the situation to effectively manage own responses, reactions and relationships. |
| **Interpersonal Effectiveness:** Communicates with clarity, using constructive interpersonal behaviours and interactions to influence others, resolves conflict and inspires cooperation and achievement. |
| C:\Users\sdau001\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\JBCWHJNV\DirectionIcon.jpg  **Setting Direction**  Mana Tohu  Establishing and committing to plans and activities that will deliver the University’s strategy. | **University Awareness:** Displays an understanding of the international and commercial context in which the University operates and how the University works to successfully achieve results. |
| **Planning & Organising:** Establishes courses of action for self/and others to ensure that work is completed efficiently, while building/contributing to a successful work/project/research team. |
| **Stakeholder Service:** Ensures that the service provided to stakeholders is a driving force behind decisions and activities; crafts and/or implements service practices that meet the needs of stakeholders (including students and staff) and the University, including a safe and healthy environment. |
| C:\Users\sdau001\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\JBCWHJNV\InnovatingIcon.jpg  **Innovating and Engaging**  Whakamatāra  Identifying, creating and responding to relationships and opportunities to improve and progress the University. | **Relationship Building:** Establishes and maintains effective working relationships with stakeholders inside and outside the University, using an appropriate interpersonal style to advance the University’s objectives. |
| **Facilitating Change & Innovation:** Facilitates and supports University changes needed to adapt to changing external/market demands, technology, and internal initiatives; initiates new approaches to improve results by transforming University/community culture, systems, or programmes/services. |
| C:\Users\sdau001\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\JBCWHJNV\EnablingIcon.jpg  **Enabling People**  Hāpai  Developing self, others and teams so they can realise the University's strategy and values. | **Scholarship / Professional Development:** Engages in discovering, integrating, applying and disseminating the knowledge and professional skills necessary to be successful in current and future roles; promotes collegiality and actively pursues development experiences to improve personal impact and that of the University. |
| **Valuing Equity:** Works effectively to support the University’s commitment to Māori, Te Tiriti o Waitangi and equity, and values the capabilities and insights of individuals (both inside & outside the organisation) with diverse backgrounds, styles, abilities, and motivation. |
| **Coaching and Developing Others:** Provides feedback, instruction, and development guidance to help others (individuals and teams) excel in their current or future responsibilities; plans and supports the development of individual/team skills and abilities. |
| OR |
| **Leading Teams:** Uses appropriate methods and interpersonal styles to develop, coach, motivate, and guide the work/project/research team to attain successful outcomes and objectives. |
| C:\Users\sdau001\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\JBCWHJNV\AchievingIcon.jpg  **Achieving Results**  Whai hua  Accepting accountability for making decisions and taking action to deliver the University's strategy and deliver excellent results. | **Decision Making:** Identifies and understands issues, problems, and opportunities; compares data from different sources to draw conclusions and uses effective approaches for choosing a course of action or developing appropriate solutions; takes action that is consistent with available facts, constraints, and probable consequences. |
| **Delivering Results:** Sets high objectives for personal/group accomplishment; uses measurement methods to monitor progress toward goals; tenaciously works to meet or exceed goals managing resources responsibly; seeks continuous improvements. |