

## Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui

### POSITION DESCRIPTION

<b>Team</b>	Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui
<b>Position Title</b>	Visual and Digital Storyteller
<b>Reports to</b>	Iwi Integrated Community Impact Strategist Integrated Community Impact Strategist

<b>Role Summary</b>	<p>As an expert in visual and digital storytelling, you will support the delivery of the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui vision within the Whanganui, Rangitikei, Ruapehu and South Taranaki rohe. By being an extension into the community for the Impact Collective Governance Leadership Team, this role will undertake all elements of content creation, postproduction and analytics for digital and written media to enable community led aspirations to be achieved.</p> <p>It is responsible for assisting the Impact Strategists and the Impact Collective Governance Leadership Team with developing, communicating, executing, and sustaining the strategic initiatives to achieve thriving communities.</p>
<b>Purpose of the Position</b>	<p>To contribute to achieving thriving communities in our communities by:</p> <ul style="list-style-type: none"><li>- Be an expert advisor to the Impact Collective Governance Leadership Team in terms of social media, communications, visual and digital storytelling, graphic design, photography and video mediums.</li><li>- Using visual storytelling, involving graphics, images, pictures, and videos to drive engagement with our community towards positive collective impact.</li><li>- Support the work of developing partnerships with local iwi to enable iwi plans to be actioned through strategic commissioning, breaking down barriers, and navigating networks in conjunction with iwi.</li><li>- Actively act as a community and iwi champion, ensuring that the voice of the communities is heard and fed back into the participating Impact Collective organisations to influence decision making.</li><li>- Leading the development of content to enable robust community engagement and participation to increase health and wellness in our rohe.</li><li>- Generate ideas for content and marketing campaigns</li><li>- Write and produce quality content, taking into account conventions and limitations of social media platforms</li><li>- Manage and respond to feedback on social media</li><li>- Use content creation and editing software (such as Adobe Creative Cloud) to create high quality content</li><li>- Collect and collate feedback into actionable points</li><li>- Track analytics to measure effectiveness and efficiency of digital marketing campaigns</li></ul>

<b>Direct Reports</b>	<ul style="list-style-type: none"> <li>▪ Nil</li> </ul>
<b>Delegated Authorities</b>	<p><b>Financial</b></p> <ul style="list-style-type: none"> <li>▪ TBD as part of the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui Charter and Delegations Policy</li> </ul>

<b>Key Deliverables</b>	
<b>Community needs analysis</b>	<p>Through working with our iwi and communities, provide design expertise to the community needs analysis (Community Wellness and Equity Profile) and which will be reported back to the Impact Collective Governance Leadership Team, you will support:</p> <ul style="list-style-type: none"> <li>• Community Wellness and Equity Profile will address the concerns that are linked to the 17 United Nations Sustainable Development Goals (global), Treasury’s Living Standards Framework (national) and Whanau Ora Framework (local).</li> <li>• Community Wellness and Equity Profile will highlight opportunities for the Impact Collective Governance Leadership Team to work together to address communities needs and wellness.</li> <li>• Design aesthetics, including necessary photography, and postproduction is important to the finished product.</li> <li>• Ongoing monitoring of social media platforms</li> <li>• Community Wellness and Equity Profile</li> </ul>
<b>Increase community engagement</b>	<p>Social media, website development, communications and visual story telling are important elements for the success with community engagement. As the team’s expert in these mediums, you will support this mahi on a daily basis.</p> <ul style="list-style-type: none"> <li>▪ Formation of Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui communications and media liaison group to ensure that messages are shared by all Impact Collective organisations.</li> <li>▪ Develop the communications/marketing plan for the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui.</li> </ul>
<b>Content Creation and storytelling</b>	<p>The most important part of the mahi that the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui is undertaking is ensuring the community and its people are on the journey with the collective towards transformational change.</p> <ul style="list-style-type: none"> <li>▪ Develop the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui Website</li> <li>▪ Develop ongoing visual and digital storytelling content with respect to the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui operational teams mahi.</li> <li>▪ Content created for fortnightly update emails through to the Impact Collective Governance Leadership Team</li> <li>▪ Media Releases as required</li> </ul>

<b>My role responsibility</b>	<p>Through digital and visual storytelling that maintains the vision and values of the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui and contributes to achieving thriving communities in our communities, this role is primarily accountable for:</p> <ul style="list-style-type: none"> <li>▪ Supporting and leading the Impact Collective Governance Leadership Team with developing, and communicating, the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui strategic initiatives.</li> <li>▪ Be an expert advisor to the Impact Collective Operational Team in terms of social media, communications, visual and digital storytelling, graphic design, photography and video mediums.</li> <li>▪ Ensuring that the community voice is heard, advocated and actioned through content creation.</li> <li>▪ Ensure pro-equity decision making processes are heard, advocated and actioned.</li> <li>▪ Supporting the development of policies, procedures and strategies to realise 'thriving communities'.</li> <li>▪ To lead the development of social governance communications networks</li> <li>▪ Work 'on the system' and not 'in the system' to enable a helicopter view from the communities perspective to participating organisations.</li> </ul>
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<b>Key Performance Indicators</b>	
<b>Key Accountabilities</b>	<b>Tasks</b>
Thriving Communities	<ul style="list-style-type: none"> <li>- Develop and lead the delivery of the Impact Collective Governance Leadership Team thriving communities communications policy.</li> <li>- Assisting the Impact Strategists with developing, communicating, executing, and sustaining thriving communities strategic initiatives.</li> <li>- Lead a portfolio that includes digital and visual storytelling, communications, graphic design and social media</li> <li>- Design the visual content of the strategy by working collaboratively with the Impact Collective Governance Leadership Team in ensuring that the strategy is communicated and easily understood by all throughout the community.</li> <li>- Lead and maintain a public profile of 'thriving communities' and the Impact Collective - Rangitikei, Ruapehu, South Taranaki and Whanganui</li> <li>- Provide design elements to the progress reports</li> <li>- Track analytics to measure effectiveness and efficiency of digital marketing campaigns</li> </ul>
Champion Pro-Equity	<ul style="list-style-type: none"> <li>- Ensure pro-equity decision making processes are heard, advocated and actioned.</li> <li>- Ensure that all content production considers equity of access and understanding (including literacy levels).</li> <li>- Support the strengthening of leadership and accountability for equity</li> <li>- Working in partnership with iwi to develop content that outlines and addresses equity considerations.</li> <li>- Ensure data collection presentations include Māori demographic information</li> </ul>

Operationalise 'Social Governance'	<ul style="list-style-type: none"> <li>- Through reflective visual and digital storytelling and content creation, challenge long held views and also get the Impact Collective Governance Leadership Team to think about a community led environment that is different from the existing one.</li> <li>- Act as a key advisor to Manu Taki and the Impact Collective Governance Leadership Team on critical changes in our communities – in particular through the monitoring of social media platforms.</li> <li>- Engage with and support content creation with business leadership for the Whanganui rohe (i.e CEDA, Whanganui and Partners, Chamber of Commerce, Thrive Whanganui).</li> </ul>
Advocate community co-design under Mātauranga Māori principles	<ul style="list-style-type: none"> <li>- To support through design and content creation, the implementation of process improvements which improve service delivery to our communities.</li> <li>- Ensuring that our iwi and community voice is heard, advocated and actioned through our content creation.</li> <li>- Work 'on the system' and not 'in the system' to enable a helicopter view from the communities perspective to participating organisations.</li> </ul>
Self-Development	<ul style="list-style-type: none"> <li>- Participate in relevant training programmes as required to enable the best productivity of resources and positive impact for our communities.</li> </ul>

<b>Organisational Accountabilities</b>					
<b>Key Area of Responsibility</b>	<b>Expected Outcomes</b>				
1. Pro Equity	<ul style="list-style-type: none"> <li>• Ensure an equity lens is applied to all activities and content.</li> <li>• Provide critical analysis of those organisational practices that maintain disparities in equity.</li> <li>• Strong cultural awareness especially with regard to application and knowledge of the Articles and Principles of Te Tiriti O Waitangi / The Treaty of Waitangi</li> <li>• Solid understanding of equity in the context of Aotearoa New Zealand</li> <li>• An understanding of Te Ao Māori, Mātauranga Māori, Tikanga Māori, and the ability to pronounce Te Reo words correctly.</li> </ul>				
2. Working Relationships	<p>It is the responsibility of each Impact Collective - Rangitīkei, Ruapehu, South Taranaki and Whanganui team member to establish and maintain positive, healthy, collaborative and constructive partnerships with leaders, managers, support staff and administrators and relevant external networks; stay abreast of, and contribute to local, regional and national activities and initiatives.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><b>Internal</b></th> <th style="text-align: left;"><b>External</b></th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>▪ Impact Strategists</li> <li>▪ Impact Collective - Rangitīkei, Ruapehu, South Taranaki and Whanganui team</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>▪ Impact Collective Governance Leadership Team</li> <li>▪ Iwi</li> <li>▪ NGOs, community partners</li> <li>▪ Regional Partners</li> <li>▪ Government Departments</li> <li>▪ Our communities</li> </ul> </td> </tr> </tbody> </table>	<b>Internal</b>	<b>External</b>	<ul style="list-style-type: none"> <li>▪ Impact Strategists</li> <li>▪ Impact Collective - Rangitīkei, Ruapehu, South Taranaki and Whanganui team</li> </ul>	<ul style="list-style-type: none"> <li>▪ Impact Collective Governance Leadership Team</li> <li>▪ Iwi</li> <li>▪ NGOs, community partners</li> <li>▪ Regional Partners</li> <li>▪ Government Departments</li> <li>▪ Our communities</li> </ul>
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3. My wellbeing, health and safety	<p><b>Safety starts with each of us:</b></p> <ul style="list-style-type: none"> <li>▪ No business objective will take priority over health and safety.</li> <li>▪ Most incidents are preventable.</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ While management have ultimate accountability, each of us is responsible for our own health and safety as well as that of our colleagues, visitors and contractors.</li> <li>▪ Every individual should feel safe in their workplace.</li> <li>▪ It is everyone’s responsibility to work safely. This requires us to be proactive, flexible and resilient; anticipate hazards and events and: <ul style="list-style-type: none"> <li>▪ resolve risks and hazards yourself if that’s the right thing to do</li> <li>▪ speak up so that we can resolve this as a team</li> <li>▪ report all health and safety concerns</li> <li>▪ if you’re not sure what to do, refer to the relevant policy and procedure.</li> </ul> </li> <li>▪ Our people prevent incidents and determine whether we work safely. Our people therefore are the solution to ensure as many things as possible go right, that we learn from events and adjust the way we work for the conditions. Staying safe only succeeds because individuals and teams adjust to and meet the conditions at work.</li> </ul> <p><i>Each of us is responsible to take care of ourselves and each other so we can take care of others. The system for reporting will be through the CGOV system at the Whanganui District Health Board until such time that an independent system is established.</i></p>
4. Variation to Duties	Duties and responsibilities described above should not be construed as a complete and exhaustive list as it is not the intention to limit in any way the scope or functions of the position. Duties and responsibilities can be amended from time to time either by additional, deletion or straight amendment to meet any changing conditions, however this will only be done in consultation with the employee.

<b>My capability and personal qualities</b>	
Professional Competencies	<p>To be effective and succeed in this role it is expected that you will have the following proven capabilities:</p> <ul style="list-style-type: none"> <li>▪ commitment to Impact Collective - Rangitīkei, Ruapehu, South Taranaki and Whanganui vision and values</li> <li>▪ proficiency in relationship building</li> <li>▪ ability to manage and achieve results</li> <li>▪ ability to build rapport quickly with a range of stakeholder groups; networking to maintain and develop effective working relationships with both internal and external stakeholders</li> <li>▪ be an expert in social media, communications, visual and digital storytelling, graphic design, photography and video mediums – pre and postproduction.</li> <li>▪ commitment to the Te Tiriti o Waitangi and Whānau Ora principles</li> <li>▪ accepts full responsibility for self and contribution as a team member; displays honesty and truthfulness; confronts problems quickly; displays a strong commitment to organisational values and success</li> <li>▪ Professional development is supported by attendance at relevant training course, workshops, exposure to relevant professional publications, networks and contribution to relevant groups and forums.</li> <li>▪ Have a robust understanding of the 17 SDGs, the Living Standards Framework and Whānau Ora</li> <li>▪ A valid driver’s license</li> </ul>
Analytical and Decision Making	<ul style="list-style-type: none"> <li>• Demonstrated ability to apply and facilitate pragmatic solutions to problems and complex issues, with an understanding of implications and risks.</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrated ability in influencing the decision-making progress through creative content.</li> <li>• Demonstrated ability in making decisions based on a combination of analysis, experience, and judgement.</li> <li>• Demonstrated willingness to reconsider viewpoints, new sources of information and to adjust decisions accordingly if appropriate.</li> </ul>
Organisational Ability	<ul style="list-style-type: none"> <li>• Demonstrated understanding of and ability to deal successfully with the complexities of a large and diverse organisation.</li> <li>• Demonstrated ability in prioritising workload and meeting deadlines.</li> <li>• Proven experience in managing a workload with a heavy demand and a variety of tasks at once.</li> <li>• Demonstrated ability to work independently and also as part of a wider team.</li> <li>• Demonstrated understanding of internal and external environments, including stakeholder interests, that influence contracting activities.</li> <li>• a sound understanding of government policies and key people.</li> <li>• Demonstrated ability to support content creation for reports that will be submitted to Central Government and the Impact Collective Governance Leadership Team</li> </ul>
Interpersonal relationships and communication	<ul style="list-style-type: none"> <li>• Role models professional behaviours and standards at all times.</li> <li>• Behaviours demonstrate confidence in people and belief in their abilities.</li> <li>• Demonstrated ability in building respectful and collaborative interpersonal relationships and engaging in others in a constructive way.</li> <li>• excellent written and verbal communication management skills using appropriate language and grammar and conveying information in a clear and concise manner</li> </ul>