

Position Description

Position Title	Kaitohu Matūhiko Mātāmua - Senior Digital Content
Function	Advisor Communications
Location	Wellington
Reports to	Communications and Marketing Manager
Last Review Date	July 2022
Ngā Mātāpono a Te Mātāwai	<ul style="list-style-type: none"> • <i>He reo tuku iho te reo taketake o Aotearoa</i> • <i>Ko ngā iwi me ngāi Māori ngā purutanga mauri o te whare o te reo mauri ora</i> • <i>Poua, whakatipuria, tāwaharautia te reo ūkaipo i roto i ngā hapori</i> • <i>Kia raka te mauī, kia raka te katau</i> • <i>Kia ū ki te wairua Māori</i>
About Te Mātāwai	<p>Te Mātāwai was established under Te Ture mō Te Reo Māori 2016 (The Māori Language Act 2016), as an independent statutory entity to act on behalf of iwi and Māori. Its purpose is to:</p> <ul style="list-style-type: none"> • provide leadership in promoting the health and well-being of Te Reo Māori for iwi and Māori, and at the community level; • support, inform and influence the Crown’s initiatives in protecting, promoting and revitalising Te Reo Māori; • give effect, through its association with Ministers of the Crown, to the relationship of the Crown with iwi and Māori in relation to Te Reo Māori; and • in conjunction with the Minister and the Minister of Finance, to provide oversight of, and direction to the Māori Television Service.
Purpose of the Position	The Senior Digital Content Advisor provides senior level support to deliver the broad spectrum of digital content Te Mātāwai requires to communicate, inspire and connect meaningfully with its range of internal and external stakeholders.
Delegations	None

Relationships

The position is required to build and maintain the following relationships:

Internal (within Te Mātāwai)

- Communications and Marketing Manager
- Te Mātāwai Leadership Team, including the Tumu Whakararae
- Te Mātāwai staff
- The Board
- Pae Motuhake and Kāhui

External (outside Te Mātāwai)

- Designers, Printers, Marketers, Photographers, Editors, Web developers
- Kaitono, or potential Kaitono
- Agencies under Te Whare o te Reo Mauriora, especially those in Te Papa Kōrero (Te Taura Whiri i te Reo Māori, Whakaata Māori, Te Māngai Pāho, Te Manatū Taonga, Te Puni Kōkiri, Te Tāhuhu o te Mātauranga, Te Tari Taiwhenua)

Key accountabilities The following key accountabilities of this role are to assist in delivering the Te Mātāwai vision and mission through:

Strategic Advice

- Understand Te Mātāwai strategic communications objectives and be able to provide high quality digital content or content plans that align with the strategy and budget.
- Advise and develop communications that will inspire kāinga, hapori and iwi to be part of the Maihi Māori vision.

Delivery

- Lead the development and production of high-quality digital content, communicating Te Mātāwai's vision and how to take part.
- Support the communications team in key aspects of content production including graphic design, interviews, and podcast development.
- Create concepts and designs for new digital projects.
- Contribute to the design, recording and editing processes of the various internal and external publications including newsletters, podcasts, social media content and production materials or merchandise.
- Ensure all content is on brand and adapt the brand for new and emerging content formats.
- Work with our team to ensure our content aligns with government web and digital accessibility standards or usability best practice.

Stakeholder Management and Engagement

- Work with Te Mātāwai staff, Board members and Pae Motuhake to build and maintain a range of relationships and networks to influence, persuade and enrich our kāinga, hapori and iwi.
- Support ways in which Te Mātāwai Board members and Pae Motuhake can effectively promote and share the work of Te Mātāwai
- Develop strong communication channels to engage with external stakeholders such as the partner agencies in Te Whare o te Reo Mauriora.
- Build and maintain formal and informal networks and relationships that are important to the achievement of the communication strategy objectives.
- Maintain relationships with service providers to ensure projects are delivered on time and budget.

High Quality Communications

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- Delivery high-quality, cost-effective communication that is relevant and accessible to identified target audiences.
 - Provide advice on appropriate placement of content in external publications and domains.
 - Effectively manage communications contracts and invoices in a timely manner.
 - Establish and manage communication channels, including social media channels, that are effective in reaching identified audiences.
 - Establish an effective format of digital content for our internal stakeholders to improve collaboration and shared learning between our funding partners.
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Required qualifications, skills, knowledge and experience

You must have the following qualifications, skills and experience:

- Proficient in Te Reo Māori and English
 - Be a passionate advocate for the revitalisation of Te Reo Māori;
 - A relevant tertiary qualification and at least five years work experience in a related role.
 - Manage service provider contracts and invoices in a timely and accurate manner.
 - Excellent organisational skills and an ability to independently manage workload and deadlines.
 - Strong digital production skills and experience.
 - Demonstrated ability to understand and use a variety of channels for effective communication to a range of audiences.
 - Proficient with Adobe Creative Suite or similar.
 - Be a creative thinker who can develop imaginative and cost-effective ways to get your key messages to different audiences.
 - Enjoys working as a team member, at a high level, and working collectively to get results.
 - Sound understanding of tikanga and Treaty of Waitangi principles.
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Indicative Salary

\$106,000 - \$130,000
