

JOB DESCRIPTION

Adviser Communications (Māori)

ROLE TITLE	Adviser Communications (Māori)
SECTION/DIVISION:	Communications Services, Media Engagement
REPORTS TO:	Manager Media Engagement
DIRECT REPORTS (FTE):	Nil
INDIRECT REPORTS (FTE):	Nil
PRIMARY PURPOSE OF THE ROLE:	<p>Produce internal and external communications with a Māori focus or component for the University, its stakeholders and media, in line with Communications' strategies and the Māori Strategic Framework. Respond to Māori media enquiries in a manner that enhances the University's positive public (Māori) profile and outstanding reputation.</p> <p>This role is part of the Communications Services Division, flexibly providing communications related services, across the University. A client focused, service excellence delivery orientation is critical to success in this role.</p>
ACCOUNTABILITIES:	<p>Produce stories for University publications and on-line platforms, such as: He Kiteanga; Otago Magazine; Otago staff bulletin and others.</p> <p>Prepare well written, appropriately targeted material on University Māori-specific public issues or matters relevant to the Māori Strategic Framework, to best manage situations arising.</p> <p>Promote the use and integration of the Māori Strategic Framework throughout the University's campuses on the University's internal channels.</p> <p>Build strong productive working relationships with media representatives at a national level, and produce news releases and pitch stories for Māori media outlets.</p> <p>Liaise with Māori media to ensure that relevant research and staff with expertise in Māori are promoted to a very high standard in the media.</p> <p>Monitor, maintain and update data and information sources and records. Keep up-to-date with Government policy, tertiary trends, and news and Māori media.</p> <p>Build and maintain effective, positive working relationships with staff and work closely with the Communications colleagues to best promote internal and external communications with a Māori focus or component.</p> <p>Support research staff with media training to enable them to be confident and capable spokespeople in the Māori media. Run media training sessions for staff as required.</p> <p>Work closely with the Office of Māori Development to ensure strategies and initiatives are appropriately considered, included and implemented through internal and external communications.</p>

	<p>Collaborate with the Adviser Communications (Pacific) on matters affecting both te ao Māori and Pacific Peoples.</p> <p>Perform Departmental Health & Safety Officer (DHSO), first aid and/or fire warden duties (if required).</p>
KEY RELATIONSHIPS:	<p><u>Internal</u></p> <p>Office of Māori Development Māori Academic Staff Caucus (Te Poutama Māori) Communications Services teams Research Advisory teams Marketing Services Division staff Leaders, managers and staff Students</p> <p><u>External</u></p> <p>Media representatives, organisations and agencies Key participants in the Māori community Whānau and parents Otago University Students' Association, Te Roopū Māori Government Departments, institutions and agencies</p>
QUALIFICATIONS & EXPERIENCE:	<p><u>Essential</u></p> <p>Tertiary qualification in a relevant field. 3+ years' professional experience in public relations, journalism or a business communications role. Effective networks and proven experience working with Māori media. Proven good judgement in relation to news stories. Ability to exercise tact and discretion.</p> <p><u>Preferred</u></p> <p>Tertiary qualification in journalism or public relations.</p>
TECHNICAL SKILLS AND KNOWLEDGE:	<p>High proficiency in te reo Māori High proficiency in the use of standard application software such as the Microsoft Office suite. Knowledge in the use of on-line and social media platforms Knowledge of the external network of Māori media</p>
SPECIAL REQUIREMENTS:	<p>A flexible approach to working hours is necessary due to the 24/7 nature of the media and in emergency situations. Travel outside of Dunedin can be required.</p>
DIRECT BUDGET ACCOUNTABILITY:	<p>Nil</p>
HEALTH AND SAFETY:	<p>Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.</p>
SUSTAINABILITY:	<p>Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.</p>

CAPABILITY FRAMEWORK:

Capability Group	Capability Name	Level
ENGAGE	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
ENABLE	Deliver Results	Intermediate
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
PERSONAL ATTRIBUTES	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
LANGUAGE AND CULTURE	Te Reo	Advanced
	Tikanga Māori	Adept

CAPABILITY FRAMEWORK DESCRIPTORS

Adviser Communications (Māori)



Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
ADEPT	ADEPT	FOUNDATIONAL	FOUNDATIONAL
<p>Tailor communication to the audience</p> <p>Clearly explain complex concepts and arguments to individuals and groups</p> <p>Actively listen to others and clarify own understanding. Create opportunities for others to be heard</p> <p>Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience</p>	<p>Take responsibility for delivering high quality customer-focused services</p> <p>Understand customer perspectives and ensure responsiveness to their needs</p> <p>Identify customer service needs and implement solutions</p> <p>Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers</p> <p>Maintain good relationships with key customers in area of expertise</p>	<p>Work as a supportive and co-operative team member, share information and acknowledge others' efforts</p> <p>Respond positively to others who need clarification or guidance on work activities</p> <p>Step in to help others when workloads are high</p> <p>Keep team and supervisor informed of work tasks</p>	<p>Utilise facts to support claims</p> <p>Help to find solutions that contribute to positive outcomes</p> <p>Respond to conflict without worsening the situation and refer to a supervisor where appropriate</p> <p>Know when to withdraw from a conflict situation</p>

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
INTERMEDIATE	FOUNDATIONAL	INTERMEDIATE	INTERMEDIATE
<p>Complete work tasks to agreed budgets, timeframes and standards</p> <p>Take the initiative to progress and deliver own and team/work unit activities</p> <p>Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals</p> <p>Seek and apply specialist advice when required</p>	<p>Plan and coordinate allocated activities</p> <p>Re-prioritise own work activities on a regular basis to achieve set goals</p> <p>Contribute to the development of team work plans and goal setting</p> <p>Understand team objectives and how own work relates to achieving these</p>	<p>Research and analyse information and make relevant evidence based recommendations</p> <p>Identify issues that may hinder completion of tasks and find appropriate solutions</p> <p>Be willing to seek out input from others and share own ideas to achieve best outcomes</p> <p>Identify ways to improve systems or processes which are used by the team/work unit</p>	<p>Take responsibility for own actions and be accountable for the outcomes of others</p> <p>Understand delegations and act within authority levels</p> <p>Be alert to risks that might impact the completion of an activity and escalate these when identified</p> <p>Use financial and other resources responsibly</p>



PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience and perspectives</i>
INTERMEDIATE	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Be flexible and adaptable and respond quickly when situations change</p> <p>Offer own opinion and raise challenging issues in an appropriate manner</p> <p>Listen when ideas are challenged and respond in a reasonable way</p> <p>Work through challenges</p> <p>Stay calm and focused in the face of challenging situations</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism</p> <p>Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance</p> <p>Recognise and report misconduct and inappropriate behaviour</p>	<p>Be willing to develop and apply new skills and adapt existing skills to new situations</p> <p>Show commitment to achieving work goals effectively</p> <p>Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance</p> <p>Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult</p>	<p>Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints</p> <p>Seek input from others who may have different perspectives and needs</p> <p>Adapt and respond positively in diverse environments</p>



LANGUAGE & CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place</i>
ADVANCED	ADEPT
<p>Conversant in te reo Māori and use it regularly and accurately in the work place</p> <p>Demonstrate a competent level of pronunciation respecting the dialect of mana whenua</p> <p>Actively promote use of te reo Māori in the work place and engage with work groups and individuals to build interest and increased language capability of others</p>	<p>Engage with subject matter experts and consider the University's Māori Strategic Framework principles when undertaking work planning activity</p> <p>Model good practices and encourage others to adopt work place practices that show sensitivity for tikanga Māori</p> <p>Has good knowledge of the Articles and Principles of Te Tiriti o Waitangi and encourages understanding in others</p> <p>Encourage others to extend their understanding and knowledge of tikanga Māori</p>