

Position Description



Kaitohutohu Mātāmua, Whakapā | Principal Advisor Communications

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|-----------------------|------------------------------|---------------------|-----|
| Manager | Director- Corporate Services | | |
| Location | Wellington | | |
| Direct reports | Nil | | |
| | | Delegations: | Nil |
| Date | March 2023 | Job band | 18 |

About Te Hiringa Mahara

Te Hiringa Mahara, formally known as the Mental Health and Wellbeing Commission, is an independent Crown entity with the objective to contribute to better and equitable mental health and wellbeing outcomes for people in Aotearoa New Zealand.

Te Hiringa Mahara is an organisation committed to being grounded in Te Tiriti o Waitangi. Not only do legal obligations require Te Hiringa Mahara to take account of Te Tiriti o Waitangi in its work, but it is committed to enabling a system that achieves better and equitable mental health and wellbeing outcomes for Māori.

We are also required to seek the views of people who have experienced mental distress, people who have experienced addictions (or both), and the persons (including family and Whānau) who support them.

We were established in February 2021 to provide system oversight and leadership in the transformation of our mental health and wellbeing system. We will contribute to better and more equitable mental health and wellbeing outcomes for all people in Aotearoa through monitoring and reporting, advice, and advocacy.

Further details can be found at www.mhwc.govt.nz.

Vision, Mission, and Values

Our vision is: Tū tāngata mauri ora, thriving together.

Our mission is: Whakawateatia e tātou he ara oranga, clearing pathways to wellbeing for all

Our values are:

Tūhonotanga – we are inclusive, connected, and stronger for it

Māia – we are courageous and speak up about what is important to people

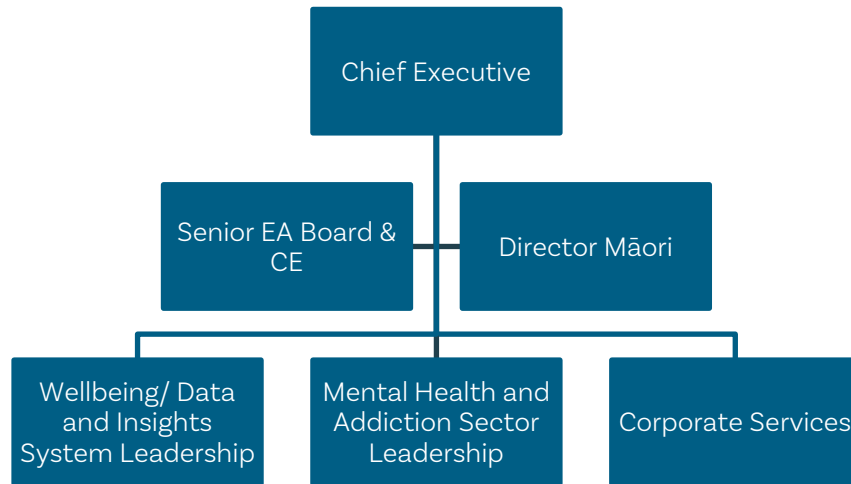
Māramatanga – we learn by listening, seek knowledge, and use it for good

Tika – we are fair and respectful in supporting pathways to wellbeing

Aroha – we work with compassion – we care about the work we do and the people of Aotearoa

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Organisational Structure



Position purpose

As the Principal Advisor Communications is responsible for leading and implementing the organisation's communication strategy and activities. This includes providing quality advice and supporting the Board and Chief Executive in promoting and communicating the work of Te Hiringa Mahara, as well as enhancing its profile.

The Principal Advisor is also responsible for internal and external communications, provision of communications and engagement advice, and media management.

Key functional accountabilities and deliverables for this position

- Lead the implementation and the continued development of our strategic communications plan and ongoing communications strategy.
- Provide a fit-for-purpose communications and media management service which demonstrates commitment to quality, cost-effectiveness and an understanding of our strategic objectives, and our advocacy and system monitoring functions.
- Preparing briefings and talking points for the Chief Executive and Board Chair, scanning the media landscape.
- Work closely with the Director Māori, the Principal Advisor Lived Experience, Principal Advisor Planning and Accountability, and the Principal Advisor Population Groups and Engagement to ensure a collaborative approach to communications, media, advocacy, and engagement in support of their areas both reactively and proactively.
- Work alongside external providers such as designers, printers as required.
- Lead the strategic thinking, design, development, and implementation of creative and effective media channels and technologies that deliver on our communication strategy.
- Support the ongoing development and enhancement of the external website and internal intranet aligned to our strategy and work.

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- Build and encourage collaborative and positive relationships across Te Hiringa Mahara, Manatū Hauora, the wider health sector, government, media and other external stakeholders.
- Lead and support an increased emphasis within Te Hiringa Mahara on proactive engagement with stakeholders to progress our advocacy and engagement goals and objectives.
- Develop and enhance regular and effective stakeholder communications using a diverse range of channels suited to the culture and objectives of the activities, and our wider strategy.
- Ensure all work reflects our responsibilities to the priority of equity and meeting Te Tiriti o Waitangi obligations.
- Role model Te Hiringa Mahara culture and values.

Key relationships

The Principal Communications Advisor has a key role in developing and maintaining effective working relationships with internal and external stakeholders.

Internal

Te Hiringa Mahara Board
Leadership Team
Principal Advisor Planning and Accountability
Principal Advisor Population Groups and Engagement

External

Te Whatu Ora
Ministry of Health
Minister's office
Other Government and non-Government Organisations
Māori reviewers and stakeholders
Design agency and other providers, as required
Media

Health, safety and wellbeing

At Te Hiringa Mahara we expect all our individual contributors to:

- Help maintain a safe working environment by complying with and supporting all health and safety policies, guidelines, and initiatives
- Know what to do in the event of an emergency or if a health and safety incident or near miss occurs
- Know how to keep yourself and others safe at work from hazards and risks relevant to your role

Person specification

- Tertiary qualification in a communications-related discipline and at least 5 years of significant communications experience.

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- Demonstrated experience in strategic communications, engagement and media management.
- Previous successful experience in a government ministry or other government agency in a senior communications position.
- Demonstrated experience in developing public sector entity profile awareness
- Previous experience of advocacy work would be an advantage.
- Ability to work to deadline whilst dealing with external agencies, suppliers and providers
- Strong written skills and an ability to take complex information and synthesise into key messages for relevant audiences.
- Knowledge of the machinery of government, risk management, dealing with other agencies, and managing at the political interface.
- Demonstrated ability to provide professional, independent and objective advice.
- Demonstrated experience at managing high profile and sensitive issues.
- Excellent organisational skills along with the ability to think ahead, use initiative, establish priorities and meet deadlines whilst preserving the highest levels of accuracy and confidentiality
- Understanding of and commitment to improving equity of outcomes for Māori health.
- Understanding of how broad diversity can support and improve outcomes particularly for Māori.
- Knowledge of Te Tiriti o Waitangi, Māori tikanga and experience working in Māori environments or a strong desire to develop your experience in this area.
- Demonstrated experience working successfully in diverse cultural contexts,
- A first-hand experience or strong interest in supporting those who have lived and are affected by mental illness, distress and/or addiction would be highly valuable

Diversity and Inclusion

Te Hiringa Mahara welcomes and supports people of all gender identities, ages, ethnicities, sexual orientations, disabilities, and religions. A requirement of this role is to actively support and promote our diversity and inclusion principles.

Key Competencies

Commitment to purpose - is committed to the organisation's goals and strategies, and understands the socio-political context in which it operates

Te ao Māori - has the skills, understanding and confidence to work in true Te Tiriti o Waitangi partnership with Māori, as set out in the Te Tairāwhiti capability framework.

Collaboration - builds and maintains highly effective working relationships with stakeholders

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and partners.

Teamwork - builds and maintains highly effective working relationships with colleagues within the Commission.

Impact & advocacy - is committed to creating system transformation and understands how to prioritise for greatest impact.

Delivering results - sets objectives, plans and organises activities and resources to achieve results.

Analysis & judgement - uses logical thinking and analysis to clarify and resolve problems and make decisions.