

Position Description



Kaitohu Whakapa- Communications Advisor

Manager	Director of Corporate Services		
Location	Wellington		
Direct reports	0	Delegations	0
Date	May 2023	Job band	15

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

Position purpose

Reporting to the Director Corporate Services, the Advisor - Communications will work to support the Commission's Principal Communications Advisor in the ongoing development and implementation of our strategic communications plan. You will be part of a team advising and supporting the Board and Chief Executive with our brand approach, organisation awareness, and media management strategies.

Being part of a small team, this position gives you the opportunity to operate across all facets of communications and media management. Your expertise in supporting, developing, and implementing successful communication initiatives will help build the foundations that enable and influence transformation of the mental health and wellbeing system – now and into the future.

Key functional accountabilities and deliverables for this position

- Reactive media work such as responding to media queries or requests.
- An ability to be aware of and keep track of emerging media, trends and other issues, and experience in advising on how best to respond to them.
- Writing information for different channels, purposes, and audiences.
- Developing and implementing effective internal communications tools, processes and channels.
- An ability to appropriately apply plain English principles across communications products and channels.
- Working to tight deadlines on projects such as consultations, report releases and accountability documents.
- Preparing and guiding others to prepare effective written content such as processes, policies, briefings, submissions, and reports.
- Developing and maintaining relationships across government and with our priority population groups to ensure that a communications perspective is incorporated early into work that is significant or presents communication risks or opportunities.
- Liaising with external providers, designers, and translators to ensure communications are fit-for-purpose, targeted, and effective across all our channels.
- A commitment to continuous improvement, and experience of working on marketing, rebranding or redesign projects would be an advantage.
- Layout and design published reports using our visual guidelines.

The ideal candidate will be confident in proactive media work and have demonstrated an ability in promoting information to the public. You will also bring general

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communications skills and be willing to roll your sleeves up and write communications products as needed, or handle media enquiries.

Key relationships

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

Internal

The Commission Board
Leadership team
Principal Communications Advisor
Director Corporate Services

External

Ministry of Health
Media
Organisations
Minister's office
Other Government and non Government

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

Essential

- Enjoys working in a team environment.
- Tertiary qualification in a communications-related discipline or relevant experience in communications or engagement roles.
- Experience in strategic communications planning to ensure delivery of work on time, and within budget.
- Previous successful experience in a government ministry or other government agency in a communications position.
- Previous experience in developing and building public sector brand awareness.
- Strong written skills and an ability to take complex information and craft into key messages for relevant audiences.
- Knowledge of the machinery of government, risk management, and managing at the political interface.
- Demonstrated ability to provide professional, independent, and objective advice.
- Demonstrated experience at managing high-profile and sensitive issues.

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- 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.
- Previous design examples.

Desirable

- Enjoys design and formatting of reports.

Diversity and Inclusion

Te Hīringa 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 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

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problems and make decisions.

This position description is intended as an insight to the main tasks and responsibilities required for the role and may be subject to change in consultation with the job holder.