

## ROLE PROFILE: Communications Manager

The Māori Television Service or Whakaata Māori is a statutory entity, established as a body corporate under the Māori Television Service Act 2003. Our principal function is to contribute to the protection and promotion of te reo Māori me ngā tikanga Māori through the provision of a high-quality, cost effective television service that informs, educates and entertains viewers and enriches New Zealand's society, culture and heritage.

### Our Vision

Our vision is to be 'te kūaha ki te ao Māori', or to connect the world to te ao Māori. Our strategic outcomes are:

1. More people value te reo Māori me ngā tikanga Māori as part of our national identity.
2. More young people are excited about te reo Māori me ngā tikanga Māori.
3. More people are engaged with high quality reo Māori and Māori content.
4. Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori.

### Our Values

*Ko tā Whakaata Māori, he whakaaweawe i te whakarauoranga o te reo Māori me ngā tikanga Māori mā te tūhono i te ao whānui ki te ao Māori. Hei whakatutuki i tēnei whāinga matua, me tika, me pono, me aroha, me Māori, me auaha hoki ngā mahi katoa i raro i tōna whakahaere.*

The principles that guide and rule how we will operate and work together are:

- Kia Tika - Be professional and maintain high standards;
- Kia Pono - Be truthful, honest and act with integrity;
- Kia Aroha - Be respectful and demonstrate empathy;
- Kia Māori - Maintain core Māori values.

<b>ROLE TITLE</b>	Communications Manager
<b>DEPARTMENT</b>	Communications & Marketing Team
<b>ROLE REPORTS TO</b>	Deputy Chief Executive
<b>REPORTING TO THIS ROLE</b>	Communications Assistant
<b>WORKING WITH THIS ROLE</b>	Te Pae Urungi, Te Apārangi
<b>LIAISES WITH INTERNAL</b>	All staff
<b>LIAISES WITH EXTERNAL</b>	Government, Reo Māori & Media Stakeholders

## **PURPOSE & OBJECTIVES OF THE ROLE**

The Communications Manager is responsible for managing, creating and delivering Māori Television’s communications strategy, activities, campaigns and concepts. The role creates communication material, manages projects, and ensures company messaging is consistent and on brand.

The objectives of the role are to:

1. Manage, create and deliver Māori Television’s communications strategy.
2. Support Māori Television and staff to achieve the Outcomes Framework and strategic goals.
3. Ensure that Māori Television plays a lead role in the Maihi Karauna, supports the Maihi Māori and successfully contributes to the achievement of the overall language outcomes of Te Whare o te Reo Mauri Ora and ensure te reo Māori remains at the heart of operations within Māori Television.
4. Demonstrate and provide leadership that is seen and recognised as effective throughout Māori Television.

## **PRIMARY RESPONSIBILITIES**

### **Communications**

- Develop, manage and deliver the Māori Television communications plan.
- Manage the communications strategy and all Māori Television digital assets (where appropriate) including but not limited to website, social media accounts, video and blogs.
- Support, encourage and grow team members.
- Establish and maintain active and constructive relationships with other teams in the organisation.
- Ensure that all messaging is supportive of and consistent with brand and marketing strategies.

- Build and oversee local, regional, national and international brand awareness and reputation management.
- Manage the flow of information and communication and disseminate it according to strategy.
- Manage all email campaigns and track trends.
- Promote products and services through public relations initiatives.
- Work with wider marketing team to develop marketing communications campaigns and strategy.
- Identify PR and sponsorship leveraging opportunities including social value projects.
- Improve internal communication efficiencies.
- Manage and mitigate internal and external communication risks.
- Attend weekly, fortnightly and annual marketing and communication meetings and strategy sessions.

### **Media Relations**

- Conduct extensive media plan and outreach.
- Create and deliver press releases as and when required.
- Identify, develop and execute communications strategy for key media contacts.
- Research, track and respond accordingly to media coverage and industry trends.

### **Reporting and Research**

- Monitor and report on progress towards achievement of plans, strategies and KPIs.
- Research and implement communications trends where appropriate.
- Provide monthly reports for the CEO and Board of Directors.
- Provide quarterly reports for key stakeholders including Te Māngai Pāho, Te Puni Kōkiri, NZ on Air and others as required.
- Fulfil statutory and compliance requirements including the production of the Annual Report and Statement of Intent.

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
<b>Strategic Relationships</b>	<p>Demonstrate and provide motivational leadership across the organisation.</p> <p>Develop strategic relationships with stakeholders who can help spread Māori Television communications.</p> <p>Enable staff to communicate the organisation's vision and support its strategic direction through their engagement with stakeholders.</p>	<p>Seen and recognised as an effective leader within Māori Television and with external stakeholders.</p> <p>Stakeholders understand our strategic direction.</p> <p>Staff are engaged and understand our position.</p>	<p>Excellent people &amp; relationship management skills</p> <p>Top motivational and authentic leadership skills</p> <p>Excellent team building skills</p> <p>Highly culturally aware</p> <p>High level of self-awareness</p>
<b>Strategic Communications</b>	<p>Develops overall communications strategy (including key messages) to build the profile of Māori Television and increase the trust and confidence of the media and reo Māori community.</p> <p>Implements a stakeholder communications plan to engage the staff and the sector in the development of Māori Television's brand, policies and work programmes.</p> <p>Builds productive relations with media to assist in getting appropriate coverage for Māori Television.</p> <p>Develop Māori Television's communication style.</p>	<p>Communication strategy and processes are in alignment to our vision and goals. (Outcomes Framework).</p> <p>Stakeholder communications plan is delivered and shared on time and meets the needs of Māori Television.</p> <p>Communications risks or opportunities are identified and managed appropriately.</p> <p>Agreed communication style used appropriately.</p> <p>Staff and sector are engaged.</p>	<p>Excellent communications skills</p> <p>Strategic thinking</p> <p>Relationship building</p> <p>Creativity</p> <p>Strong understanding of Māori Television statutory objectives &amp; Outcomes Framework</p>
<b>Operational Excellence</b>	<p>Identify opportunities for improving communications service delivery by developing, planning, implementing and evaluating practices. This is done with internal and external stakeholders.</p>	<p>Professional development occurs regularly and is on-going.</p> <p>Best practice is delivered.</p>	<p>Can do attitude</p> <p>Consistently reviews performance and looks to improve</p> <p>Strong planning skills</p> <p>Excellent relationship building skills</p>

<b>Key Result Areas (KRAs)</b>	<b>Critical Tasks (CTs)</b>	<b>Key Performance Indicators (KPIs)</b>	<b>Competencies</b>
<b>Marketing</b>	<p>Identifies opportunities and mechanisms for Māori Television to tell its story.</p> <p>Works with Te Pae Urungi and Te Apārangi to deliver a stakeholder management and social media strategy.</p> <p>Supports the development and implementation of Māori Television's marketing strategy.</p> <p>Provides strategic brand and marketing advice including for Māori Television events.</p>	<p>Engagement with stakeholders are in alignment to our vision and goals</p> <p>Stakeholder management and social media strategy is delivered and shared on time and meets the needs of Māori Television.</p> <p>Marketing strategy and brand and marketing advice is of high quality and appropriate to meet the needs of Māori Television</p> <p>Māori Television is well represented.</p>	<p>Well organized and can effectively manage information</p> <p>Sound marketing experience and knowledge</p> <p>Experience managing or advising events</p> <p>Maintaining records</p>
<b>Leadership and value led behaviours</b>	<p>Māori Television's behaviours are demonstrated and form the foundation of internal and external relationships.</p> <p>Actively engage with the other business units to deliver business outcomes that support Māori Television's strategic direction.</p>	<p>Valued behaviours are consistently exhibited.</p> <p>Actively works with peers to build employee engagement throughout the organisation.</p> <p>Exhibits leadership through leading by doing.</p> <p>Is an effective role model and supports the leadership team.</p> <p>Takes ownership and is accountable for the output of the team.</p>	<p>Excellent leadership skills</p> <p>Works well with others</p> <p>Is a team player</p> <p>Leads by example</p>
<b>Financial Management</b>	<p>Demonstrates active and timely financial management of budgets and resources.</p> <p>Ensure the completion of all financial management aspects of leadership.</p> <p>Business planning and reporting to support the needs of Māori Television.</p>	<p>Budgets are managed within delegations.</p> <p>Budgets are maintained, and variances reported as soon as they are identified.</p> <p>Opportunities to reduce costs are identified and capitalised on.</p> <p>Business plan is developed and regularly reported on.</p>	<p>Sound financial skills</p> <p>Experience managing budgets and reporting on budgets and business plans</p>
<b>People Leadership and Management</b>	<p>Ensure good Human Resource Management practices are adhered to in line with</p>	<p>Creation and management of database</p>	<p>Effective human resource management skills</p>

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
<p><b>Health &amp; Safety</b></p>	<p>company policy</p> <p>Ensure FTE levels satisfy and optimise capacity at all times.</p> <p>Ensure timely recruitment and deployment of staff within department operations</p> <p>Promote effectively performance manage staff including staff appraisals, disciplinary, leave and disputes.</p> <p>Provide staff with suitable training and development as needs indicate</p> <p>Ensure proactive Health and Safety is adhered to in the department and the organisation according to company policy.</p>		<p>Good understanding of employment regulations</p> <p>Highly effective leadership skills</p> <p>Able to motivate</p> <p>Staff Planning skills</p> <p>Knowledge of current Health and Safety law and practice</p>

<b><i>Personal Attributes and Experience for this role</i></b>
<ul style="list-style-type: none"> <li>• Strong experience in communications, stakeholder engagement and media</li> <li>• Proven ability to work collaboratively across the organisation and with key stakeholders</li> <li>• Top calibre leadership experience (evidenced) with the ability to influence across multiple stakeholders</li> <li>• Extremely capable and with ability to manage and lead to build a healthy and sustainable culture in the business</li> <li>• Solid written and verbal communication skills with the ability to communicate and engage effectively at all levels</li> <li>• Proactively contributes to building a positive culture and encouraging a collaborative team environment</li> <li>• Strong service focus and customer orientation</li> <li>• Willingness to take ownership and be held accountable</li> <li>• Able to work with a diverse array of people, challenging in a non-confrontational way and builds successful working relationships</li> <li>• Commercially astute with experience in analysing information to understand complex business issues and make robust decisions</li> <li>• Relevant communications or PR qualification or relevant experience</li> <li>• High levels of attention to detail and accuracy</li> <li>• Good understanding of te reo Māori me ngā tikanga Māori</li> </ul>