



## POSITION DESCRIPTION

<b>Job Title</b>	Communications Advisor, Tohu Whenua Permanent, full time
<b>Directorate</b>	Operations
<b>Location</b>	Wellington preferable
<b>Reports To</b>	Marketing and Communications Manager, Tohu Whenua
<b>The Programme</b>	<p><i>Tohu Whenua: Landmarks that tell our stories</i> is a tourism and regional economic development programme that connects New Zealanders and international visitors with Aotearoa New Zealand's cultural heritage by promoting places of historical significance that offer high quality visitor experiences. It is a joint national initiative of the Department of Conservation Te Papa Atawhai (DOC) and Heritage New Zealand Pouhere Taonga (HNZPT) and is administered by HNZPT.</p> <p>The programme's goals are:</p> <ul style="list-style-type: none"><li>• A credible and connected network of heritage sites</li><li>• Exceptional visitor experiences</li><li>• Strong partnerships with our iwi partners</li><li>• Regional and community well-being</li><li>• A compelling Tohu Whenua brand</li><li>• Effective programme governance and management</li></ul>
<b>The Role</b>	The Communications Advisor will develop and deliver communications that are consistent with the programme's goals and messages, to maximise and grow the profile of Tohu Whenua. This will involve developing content for a range of platforms and audiences, liaising with media and supporting the production of publications.
<b>Direct Reports</b>	None
<b>Key Relationships</b>	Internal: <ul style="list-style-type: none"><li>• Marketing and Communications Manager, Tohu Whenua</li><li>• Programme Manager, Tohu Whenua</li><li>• Other members of the Tohu Whenua programme team</li><li>• Communications staff in Tohu Whenua partner agencies, in particular HNZPT and DOC</li></ul> External: <ul style="list-style-type: none"><li>• Iwi and hapū</li></ul>

- Local government staff and elected representatives
- Regional and national tourism organisations
- Government department staff
- Owners and kaitiaki of heritage places
- Community based heritage organisations
- General public

### Key Responsibilities

Performance Area	Accountabilities	Deliverables / Outcomes
<b>Media</b>	Maintains strong connections with media to promote Tohu Whenua initiatives	<ul style="list-style-type: none"> <li>• Drafts and distributes media releases</li> <li>• Pitches stories to media related to campaigns and events</li> <li>• Maintains media contact lists</li> <li>• Monitors media for Tohu Whenua mentions and messaging</li> </ul>
<b>Content creation</b>	Creates content that is engaging and reflects Tohu Whenua programme goals	<ul style="list-style-type: none"> <li>• Develops and distributes social media content to promote the Tohu Whenua programme and places, and to support events such as the addition of new sites</li> <li>• Develops storytelling and tourism content for the Tohu Whenua website and travel media, including research, partner coordination and writing</li> <li>• Produces e-newsletter content for stakeholder and external audiences</li> </ul>
<b>Publications</b>	Coordinates the development of publications	<ul style="list-style-type: none"> <li>• Coordinates the production of Tohu Whenua brochures. This will involve: <ul style="list-style-type: none"> <li>- Adapting story content for the format</li> <li>- Coordinating images</li> <li>- Liaising with the graphic designer</li> <li>- Overseeing production and printing</li> </ul> </li> <li>• Updates web content as necessary</li> </ul>
<b>Campaigns and projects</b>	Supports the Marketing and Communications Manager with the delivery of campaigns and projects	<ul style="list-style-type: none"> <li>• Develops marketing content and contributes to the design and delivery of campaigns</li> <li>• Supports delivery of photography and video projects</li> <li>• Supports events</li> </ul>
<b>Internal and external communication</b>	Maintains professional relationships and supports communications	<ul style="list-style-type: none"> <li>• Establishes and maintains positive professional relationships internally and externally, particularly with external stakeholders including iwi and community partners and regional staff of Tohu Whenua partner agencies</li> <li>• Prepares communications for the programme manager</li> </ul>
<b>Bi-cultural responsiveness</b>	Upholds principles of Te Tiriti o Waitangi	<ul style="list-style-type: none"> <li>• Ensures all activities reflect and provide for the principles of Te Tiriti o Waitangi.</li> </ul>
<b>Health and safety</b>	Ensures compliance with health and safety standards	<ul style="list-style-type: none"> <li>• Meets all health and safety requirements across programme activities</li> </ul>

## Person specification - Essential Competencies and Attributes

Competency area	Essential attributes
<b>Writing and coordination</b>	<ul style="list-style-type: none"> <li>• Understands the strategic context of the programme, and contributes creatively to achieving its goals.</li> <li>• Develops content that is consistent with agreed programme messaging and reflects a nationwide programme focus.</li> <li>• Is organised, works in a timely manner and meets deadlines.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Communicates clearly and effectively with a wide range of people and situations in order to explain and influence.</li> <li>• Skills include:               <ul style="list-style-type: none"> <li>– Clear, concise and compelling written and oral communication</li> <li>– Active listening, encouraging participation and mutual understanding</li> <li>– Clearly and courteously communicating the position of Tohu Whenua and the partner agencies, and maintaining it when required</li> <li>– Te Reo Māori competency desirable</li> </ul> </li> </ul>
<b>Relationship management</b>	<ul style="list-style-type: none"> <li>• Builds and maintains positive and constructive working relationships externally.</li> <li>• Achieves clear and effective two-way communication with a wide range of people in all situations.</li> <li>• Is respectful of the needs of the organisations' customers and of Tohu Whenua's partners and stakeholders.</li> <li>• Fosters and exhibits a strong team spirit within the wider Tohu Whenua team, regional teams and contributing agencies.</li> </ul>
<b>Professionalism</b>	<ul style="list-style-type: none"> <li>• Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance.</li> <li>• Sets high standards of excellence and quality of performance in both self and others.</li> <li>• Is forward-thinking and committed to seeking positive heritage outcomes, pro-active approaches and innovative responses.</li> <li>• Understands the requirements of government processes and is confident working across a range of government agencies.</li> </ul>

<b>Organisational behaviours and values</b>	<ul style="list-style-type: none"> <li>• Demonstrates the HNZPT behaviours and values: <ul style="list-style-type: none"> <li>– Tairangihia – Honouring and Respectful</li> <li>– Kotahitanga – Collaborative and Unified</li> <li>– Tātakihia – Inspiring and Progressive</li> <li>– Manaakitanga – Considerate, Authoritative and demonstrates Integrity</li> </ul> </li> <li>• Demonstrates Tohu Whenua’s values: <ul style="list-style-type: none"> <li>– Tūturu – authentic in our dealings with others and the stories we tell</li> <li>– Kotahitanga – inclusive in our decision-making and relationships</li> <li>– Whiwhingatahitanga – partnerships that are collaborative in working towards common goals</li> <li>– Whakaute – respectful of differing perspectives and ways of working</li> <li>– Awhero – ambitious in the goals we set and how we work towards these</li> <li>– Auaha – innovative in all aspects of programme design and implementation</li> </ul> </li> </ul>
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### Desired qualifications and professional experience

Category	Details
<b>Professional experience and credibility</b>	<ul style="list-style-type: none"> <li>• Demonstrated experience and ability in developing content for a range of audiences.</li> <li>• Organised, agile and responsive.</li> <li>• Understanding and appreciation for Aotearoa New Zealand’s heritage, including Māori history.</li> <li>• Knowledge of tikanga and te ao Māori, and working in a bi-cultural workplace.</li> <li>• Well-developed written and oral communication skills, including confidence to present to groups.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Desirable in a relevant discipline(s) such as marketing, communications or tourism.</li> </ul>



HERITAGE NEW ZEALAND  
POUHERE TAONGA

*Tairangahia a tua whakarere; Tātakihia ngā reanga o amuri ake nei*

*Honouring the past; Inspiring the future*