



**Tairangahia a tua whakarere; Tātakihia ngā reanga o āmuri ake nei**  
**Honouring the Past; Inspiring the Future**

**POSITION DESCRIPTION**

<b>Job Title</b>	Manager Communications and Marketing
<b>Team/Directorate</b>	Organisational Development/Policy, Strategy and Corporate Services
<b>Report To</b>	Director Organisational Development
<b>Role Purpose</b>	The Manager Communications is responsible for ensuring the organisation is best reflected accurately, fairly and consistently as this country's lead heritage organisation to internal and external stakeholders by providing timely, effective and high-standard written and oral communications, publications and presentations.
<b>Direct Reports</b>	Senior Marketing Advisor/Marketing Lead  Kaitohutohu Whanake – Kaupapa Māori/Māori Heritage Advisor
<b>Key Relationships</b>	The position has a relationship of significance with all Heritage New Zealand Pouhere Taonga staff and all heritage stakeholders. Its key relationships, however, are:  Internal – Organisational Development Team, Executive Team, Te Manawa (Senior Management Team), Senior Communications Advisor (Regional Services Team), and Outreach Advisors and Māori Heritage Directorate.  External – Editor of <i>Heritage New Zealand</i> , Media, Members of Heritage New Zealand, external suppliers, government agencies.

**Key Responsibilities**

	<b>Deliverables/Outcomes</b>
Performance Accountability (1)	Drive a strategic approach to communications and marketing to raise the profile of Heritage New Zealand Pouhere Taonga and support the diversification of its audience. This includes oversight of all internal and external messaging and development of project-specific communications and engagement plans.  Provide advice and support on media management, communications, and social media to enable a positive, consistent and accurate message to be delivered through all communications (written, oral, visual, pictorial and

	electronic) about the organisation's values, responsibilities and internal/external relations.
Performance Accountability (2)	Editorial oversight of Heritage Quarterly, Heritage This Month and Pānui. Maintain editorial oversight of digital communications content and messaging including but not limited to social media platforms such as Facebook, Twitter, Instagram, blogs, and web content.
Performance Accountability (3)	Manage media enquires on behalf of the organisation. Produce written material for media, Heritage New Zealand members, external suppliers (including Heritage New Zealand magazine), and other organisations (including government agencies) as required. Write at least one article for Heritage Magazine.  Identify opportunities and support the development of new publications in collaboration with the Publishing Manager.
Performance Accountability (4)	Manage the delivery of marketing activities by the Marketing Advisor to best represent the work of Heritage New Zealand staff, properties and associated interest groups where partnerships are found.
Performance Accountability (5)	Provide performance management and professional development opportunities to direct reports within current Heritage New Zealand policies and procedures.
Internal and External Relationship Management	Establish and maintain positive professional relationships internally and externally (particularly with stakeholder agencies).
Bi-cultural Responsiveness	Manages to ensure that the Treaty of Waitangi (Te Tiriti o Waitangi) and the vision for Māori Heritage (Tapuwae) are promoted.
Health and Safety	Ensure all requirements of health and safety are exceeded.

### Person specification - Essential Competencies and Attributes

Communication	Communicates clearly and effectively with a wide range of people and situations to explain and influence. Skills include: <ul style="list-style-type: none"> <li>• Written and oral communication that is clear, concise and compelling.</li> <li>• Listens actively and constructively and encourages participation and mutual understanding.</li> <li>• Clearly and courteously communicates the position of Heritage New Zealand Pouhere Taonga and maintains it when required, even when in conflict with stakeholder views.</li> </ul>
Professionalism	Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance.

	<p>Sets high standards of excellence and quality of performance in both self and others.</p> <p>Is forward-thinking and committed to seeking positive heritage outcomes, pro-active approaches, and innovative responses.</p>
External Relationship Building	<p>Builds and maintains positive and constructive working relationships externally.</p> <p>Achieves clear and effective two-way communication with a wide range of people in all situations.</p> <p>Is respectful to the needs of the organisation’s customers and of heritage stakeholders.</p>
Team Relationships	<p>Fosters and exhibits a strong team spirit, as a team member within the Organisational Development team and wider organisation.</p>
Organisational Behaviours and Values	<p>Demonstrates the organisational behaviours and values.</p>

**In everything we do, Heritage New Zealand Pouhere Taonga staff demonstrate the following behaviours:**

- **Tairangahia – Honouring and Respectful**
- **Kotahitanga – Collaborative and Unified**
- **Tātākihia – Inspiring and Progressive**
- **Manaakitanga – Considerate, Demonstrates Integrity and Authoritative**

#### **Desired Qualifications and Professional Experiences**

Professional Experience and Credibility	<p>At least three years’ experience working in a marketing, media or communications environment, with particular experience in media management, writing, editing and internal and external communications – for a range of audiences and publications, particularly electronic media.</p> <p>A high level of computer literacy.</p> <p>Some experience at using content management systems and responsibility for social media would be valuable.</p> <p>Is an excellent writer and editor (strong proofreading), and an eye for design.</p> <p>Has advanced communication skills.</p> <p>Proven ability to research and compile information into a form that is accessible for others.</p>
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	Knowledge and understanding of te reo and tikanga in a bi-cultural workplace environment.
A tertiary qualification	Desirable in a relevant discipline, such as communications, journalism and/or media studies