



**Tairangahia a tua whakarere; Tatakihia nga reanga o amuri ake nei**  
**Honouring the Past; Inspiring the Future**

**POSITION DESCRIPTION**

<b>Job Title</b>	Kaitohutohu Whanake – Kaupapa Māori / Māori Heritage Advisor
<b>Directorate/Team</b>	Organisational Development
<b>Report To</b>	Manager Communications
<b>Role Purpose</b>	Ka hāpai te Kaitohutohu Whanake – Kaupapa Māori i ngā moemoea o Tapuwae me te mahi o te Pouhere Taonga kei waenganui i ngā iwi/hapū/hapori Māori.

The Kaitohutohu Whanake – Kaupapa Māori is responsible for promoting the vision of Tapuwae by designing and delivering future-focused, innovative thinking about how to protect, promote and engage a range of audiences around Māori heritage. The role is situated within the Organisational Development team and provides support across a broad range of functions within the team including media and communications, publications, membership and fundraising, collections and project advice with a focus on Māori stakeholders and heritage services.

<b>Direct Reports</b>	Nil
<b>Key Relationships</b>	Internal – Manager Communications, staff in the Organisational Development Team, Kaiwhakatere, DCE Kaihautū Māori, Te Tira, all Heritage New Zealand staff.  External –Iwi and Hapu, Māori Government Departments, Māori Media and Stakeholder organisations, External Suppliers, Local Bodies, Community based Heritage Organisations, Heritage New Zealand Members.

**Key Responsibilities**

	<b>Deliverables/Outcomes</b>
Performance Accountability (1)	Work with staff and other stakeholders to promote and raise awareness of Heritage New Zealand’s work in the various areas of Māori heritage.  Promote understanding of and enthusiasm for the identification and conservation of Māori cultural heritage values through a range of initiatives.  Participate in and/or manage projects in a range of Organisational Development work areas with relevance to

	Māori heritage as required by the Director Organisational Development.
Performance Accountability (2)	<p>Ensure a consistent message is delivered in all communications (written, oral, visual, pictorial and electronic) to Māori and regarding Māori heritage and cultural topics, in te reo where appropriate, so the organisation's values, responsibilities and internal/external relations are reflected accurately and, where possible, positively.</p> <p>Develop digital, social and conventional media content and networks in partnership with Māori media organisations for the promotion of the vision of Tapuwae and of the organisation's heritage services to raise awareness of these in Māori communities.</p>
Performance Accountability (3)	<p>Provide advice and support on tikanga and te reo matters in design, publications, social media, marketing, and other communications work. This will include advancing Maihi Karauna, the government strategy around the revitalisation of Te Reo, within the work of the organisation.</p> <p>Support, contribute to and facilitate the inclusion of Māori heritage stories in the organisation's magazine and other publications including Heritage Quarterly and Heritage This Month.</p>
Performance Accountability (4)	<p>Work with key internal staff (notably Manager Asset Funding and Membership Advisor,) to coordinate the development and delivery of new or targeted membership products for Māori.</p> <p>Develop, and assist others in the presentation of applications for funding, where appropriate projects and plans permit.</p>
Performance Accountability (5) Collections	Support the Collections Advisor with collections projects related to items of significance to Māori.
Internal and External Relationship Management	Establish and maintain positive professional relationships internally and externally (particularly with Iwi and hapu Māori media organisations, government agencies and stakeholder groups).
Bi-cultural Responsiveness	Works to ensure that the Treaty of Waitangi (Te Tiriti O Waitangi) and the vision for Māori Heritage (Tapuwae) are promoted.
Health and Safety	Ensures all requirements of health and safety are exceeded.

#### Person specification - Essential Competencies and Attributes

Communication	Communicates clearly and effectively with a wide range of
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	<p>people and situations in order to explain and influence. Skills include:</p> <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	<p>Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance.</p> <p>Sets high standards of excellence and quality of performance.</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 organisations' 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**
- **Tatakihia –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 with Māori stakeholders, preferably in an advisory or delivery role.</p> <p>Strong knowledge of tikanga and te ao Māori, and working in a bi-cultural workplace.</p>
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	<p>Existing networks in the Māori community,</p> <p>Experience in media and communications, particularly digital and social media</p> <p>High level of proficiency in te reo Māori</p> <p>A high level of computer literacy.</p> <p>Experience in developing and delivering a wide range of projects, services, and programmes.</p> <p>Proven ability to research and compile information into a form that is understood by others.</p>
A tertiary qualification	<p>Desirable in a relevant discipline, such as Māori studies, heritage, project management, communications and/or media studies.</p> <p>Experience with Graphic Design is desirable.</p>