



**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>	<p>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.</p> <p>The Kaitohutohu Whanake – Kaupapa Māori is responsible for supporting the vision of Tapuwae by developing future-focused, innovative thinking about how to, promote and engage a range of audiences around Māori heritage, and contextualising this within the organisation’s priorities. 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 connecting the organisation with Māori stakeholders and heritage services.</p>
<b>Direct Reports</b>	Nil
<b>Key Relationships</b>	<p>The position has a relationship of significance with all Heritage New Zealand Pouhere Taonga staff and all heritage stakeholders. Its key relationships, however, are:</p> <p>Internal – Manager Communications, staff in the Organisational Development Team, Kaiwhakahaere Tautiaki Taonga me Kaupapa Māori, and staff in the Tautiaki Taonga me Kaupapa Māori and Tautiaki Wahi Taonga teams.</p> <p>External – Iwi and Hapū, Māori Media and Stakeholder organisations, Heritage New Zealand Pouhere Taonga Members.</p>

**Key Responsibilities**

	<b>Deliverables/Outcomes</b>
Performance Accountability (1)	Work with staff (particularly the Kaiwhakahaere Tautiaki Taonga me Kaupapa Māori), and other stakeholders to promote and raise awareness of the work of Heritage New

	<p>Zealand Pouhere Taonga in the various areas of Māori heritage.</p> <p>Promote understanding of and enthusiasm for the identification and conservation of Māori cultural heritage values through a range of initiatives.</p> <p>Participate in projects in a range of Organisational Development work areas with relevance to Māori heritage as required by the Director Organisational Development.</p>
Performance Accountability (2)	<p>Enable the delivery of a consistent message 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>Support the organisation to raise awareness of its heritage services with Māori communities, and promote the vision of Tapuwae, by working with the Kaiwhakahaere Tautiaki Taonga me Kaupapa Māori and the Manager Communications to develop digital, social and conventional media content and networks.</p>
Performance Accountability (3)	<p>Working with the Kaiwhakahaere Tautiaki Taonga me Kaupapa Māori, deliver to Maihi Karauna, the government strategy around the revitalisation of Te Reo, within the work of the organisation.</p> <p>Co-ordinate translation services for the organisation and provide advice and support on tikanga and te reo matters in design, publications, social media, marketing, and other communications work. 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 the 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	<p>Support the Collections Advisor with collections projects related to items of significance to Māori.</p>
Internal and External Relationship Management	<p>Establish and maintain positive professional relationships internally and externally (particularly with Iwi and hapū, Māori media organisations, government agencies and stakeholder groups).</p>

Bi-cultural Responsiveness	Work 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	<p>Communicates clearly and effectively with a wide range of 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 that are well tailored for the organisation.</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 is well attuned to the nature, and objectives of the 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 a Crown advisory or delivery role.</p> <p>Strong knowledge of tikanga and te ao Māori and working in a bi-cultural workplace.</p> <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>