

# Senior Advisor, Channels and Content Position Description

Business Unit	Systems, Strategy and Performance
Location	Wellington
Type	Permanent, full-time
Last Updated	May 2024

## Purpose and role of Taumata Arowai

Taumata Arowai is the government-appointed water services regulator for Aotearoa New Zealand. It is a Crown agency governed by a Minister-appointed Board, with advice provided by Te Puna, our statutory Māori Advisory Group. Our responsibilities are to protect and promote drinking water safety and related public health outcomes. We also have an oversight role in the environmental performance of drinking water, wastewater and stormwater networks.

As part of our purpose to provide safe water for all through water regulatory services, we recognise Te Mana o te Wai, Te Tiriti o Waitangi and the Water Services Act 2021, as well as the Crown Entities Act 2004. We are committed to ensuring all communities have access to safe and reliable drinking water every day, and to achieve this we understand the need to develop strong relationships and work collaboratively across the sector.

Te Mana o te Wai is a fundamental concept focused on restoring and preserving the balance between water (wai), the wider environment (taiao) and people (tangata), now and in the future. For further information, please visit [Te Mana o te Wai | Taumata Arowai](#).

### Spirit of service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under te Tiriti o Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

## Mō tēnei tūranga mahi | About this role

### Position Purpose

The purpose of the Senior Advisor, Channels and Content is to develop and implement strategic external communications and stakeholder engagement channels that support, inform, educate and promote the role and functions of Taumata Arowai.

The Systems, Strategy and Performance Group is the strategic 'engine room' for Taumata Arowai. It provides our 'radar to the outside world', making and managing the connections between Taumata Arowai and other organisations in the wider system of resource management and water services, including the ministerial and Board interface.

<b>Reports to</b>	Communications Manager	
<b>Staff</b>	Nil	
<b>Financial Authority</b>	Nil	
<b>Key Relationships</b>	<b>Internal</b> Kaihautū o Puni Arowai (KOPA), Senior Leadership Team members Managers and kaimahi	<b>External</b> Communications agencies and suppliers (including designers and printers) Local government Water services sector Other Government agencies

### Key Accountabilities

It is likely that the scope and functions of positions within Taumata Arowai will evolve over time.

### Channels Management & Delivery

- Deliver multi-channel communications, public and supplier-focused education campaigns including guidance and other resources, brand management, monitoring, evaluation and reporting on communications outcomes
- Develop a communication channels strategy including policies, processes and guidelines
- Lead the development of sophisticated channel content
- Ensure the implementation and effective management of communications channels that deliver measurable outcomes for the organisation
- Maintain knowledge of best practice communications channels strategies and initiatives across the public sector and of emerging trends and developments, assessing their suitability for Taumata Arowai
- Provide quality assurance and advice on the development of communications for Taumata Arowai

## Brand Management

- Build capability and confidence in Māori-Crown relations, including te reo Māori, giving effect to Te Mana o te Wai and upholding Te Tiriti o Waitangi
- Develop and maintain enterprise-wide brand standards, templates and guidelines
- Educate the organisation on brand standards and guidelines to drive compliance
- Monitor all publishing activity for compliance with brand standards and provide advice to Managers on meeting agreed standards

## Performance Reporting

- Manage the development and delivery of internal metrics and reporting to deliver insights into the effectiveness of communications channels and activities and to inform future strategy development

## Relationship Management

- Develop strong and meaningful relationships with mana whenua, iwi Māori and Māori organisations
- Develop and maintain effective working relationships with internal stakeholders to achieve Taumata Arowai outcomes
- Develop and maintain effective working relationships with key external stakeholders throughout the region to achieve the outcomes of Taumata Arowai
- Work closely with central and local government across the region including other agencies to ensure an integrated and aligned approach to delivery of Taumata Arowai operational activities
- Contribute to the delivery of response activity in Taumata Arowai as needed

## Health and safety for self

- Work safely and take responsibility for keeping self and colleagues free from harm
- Report all incidents and hazards promptly
- Know what to do and follow relevant procedures or instructions in the event of an emergency
- Cooperate in implementing return to work plans
- Comply with Health, Safety and Wellbeing policies

## Ko koe tēnei | About you

### Qualifications

- A tertiary qualification in Communications, Marketing, Digital Marketing or similar

### Experience

- Significant experience delivering multi-channel communications, including digital channels
- Demonstrated experience developing and delivering public education campaigns with proven outcomes of raising awareness and creating behaviour change

### Skills, Attributes & Knowledge

- Ability to work effectively with and relate to employees at all levels of the business, from senior leaders through to front line staff
- Strong knowledge of communications principles and frameworks
- An understanding of government structures and processes
- The ability to develop a deep understanding of the business and its operating context
- The ability to think critically and strategically about issues and develop fit for purpose solutions
- The ability to interpret data to understand audience needs and tailor the communications approach accordingly
- Strong commitment to te reo Māori and te ao Māori expertise; and in developing strong and meaningful relationships with mana whenua and Māori organisations through a Māori communications lens
- Well developed influencing and negotiations skills
- Strong planning and organisational management skills
- Excellent written and oral communication skills
- Proactive, positive, 'can-do' attitude

## Our tikanga

The tikanga of Taumata Arowai are based on the guiding principles of Te Mana o te Wai.

**Kāwanatanga** – lead by example by upholding and role modelling positive partnerships and behaviours based on kaupapa Māori principles, knowledge of local kawa and tikanga. Our thinking and practices are guided and informed by the principles of the Te Tiriti o Waitangi and Te Mana o te Wai.

**Kaitiakitanga** – ensure appropriate action is taken to steward, protect and preserve the integrity of the mauri, mana and ora of wai and tangata for the future. Our actions are guided and informed by mātauranga Māori-led change where kaitiakitanga can be exercised.

**Manaakitanga** – act in a mana enhancing way, with care and respect for the mauri, mana and ora of wai and tangata. Our work supports and respects the interests, strengths, and aspirations of wai and tangata for long term intergenerational sustainability.