
Kaiwhakahaere whakapaa te Ao Māori Communications and Publications Advisor

Position:	Kaiwhakahaere whakapaa te Ao Māori Communications and Publications Advisor
Position status and location:	This is a permanent position based in our Wellington office
Reporting to:	Assistant Secretary Strategy
Day to day reporting and oversight:	National Campaigns and Communications Leader
Salary range: (starting rate based on prior relevant experience; progression to top step via automatic increment)	Step 6 \$71,589 to Step 15 \$101,671
Cost code sign off:	None
Staff reports management:	None
Date of PD confirmation:	23 May 2023

Our organisational values

The PSA *Te Pukenga Here Tikanga Mahi* takes a strategic approach to unionism and our organisational values are:

- Kotahitanga - Solidarity
- Pāpori Ture Tika - Social Justice
- Te Pono me te Whakaute - Integrity and Respect
- Otinga Arotahi - Solution focussed
- Tā te Nuinga e Whakatau ai - Democratic

Te Tiriti o Waitangi/Treaty of Waitangi

Te Pukenga Here Tikanga Mahi is a Te Tiriti-responsive organisation that affirms te Tiriti o Waitangi as the founding document of Aotearoa. We are committed to the Treaty provisions of partnership, protection and participation in activities pursuant to the purpose and objects of the union, as they relate to the working lives of members.

Te Ao Maori

Te Ao Māori denotes *our Māori World*. It is rich in meaning and vast in breadth and depth and is inclusive of te reo Maori me ona tikanga.

The PSA gives the principles of Te Ao Māori practical application through Ngā Kaupapa provisions of kotahitanga, rangatiratanga, kaitiakitanga, manaakitanga, whakahiato umanga, wairuatanga, whanaungatanga and whakamana. It is also applied through our policies and strategies, to make a positive difference across the PSA and our membership.

The Campaigns & Communications Team

The two primary roles of the Campaigns and Communications Team are:

- To ensure that PSA communications are timely, accurate, authoritative and interesting, culturally appropriate and provide inclusive and diverse perspectives that uphold PSA values and Ngā Kaupapa
- To develop coordinate and support campaigning work that links the PSA's political and industrial agendas to campaigns on key strategic priorities.

We are working to ensure that:

- The PSA is the go-to place for media comment on issues that affect our members.
- We actively seek out opportunities to give voice to the issues and experiences of our Māori members and our commitment to advancing Te Tiriti provisions as they relate to the working lives of our members.
- Our audiences, stakeholders and communities come to the PSA to find trusted analysis and messages to inform their views.
- Our communications and campaigns work helps us to achieve our strategic goals, including recruiting and organising members.
- We stand up for community and public services and the people who provide them.

The team is led by the National Campaigns and Communications Leader and comprised of Campaigns and Communications advisors with a range of specialist (graphic design, media, social media, campaigns, brand and reputation oversight) and generalist skills.

Purpose of this position

The dual focuses of the Kaiwhakahaere Whakapapa te Āo Māori and Publications Advisor role are to:

- Be responsible for and manage the inclusion of a Te Āo Māori perspective across all our communications channels – including consistent specialist content in Te Reo Māori and understanding of Tikanga Māori

- Create and edit high quality publications for PSA membership, particularly *Te Mahinga Ora* journal, our monthly *PSA News* email bulletin and accountability documents such as the annual report.

Working relationships

Internal	Internal democratic structure	External
Secretariat Te Kaihautu Māori National Strategy Leader Assistant Secretaries Organisers and Organising Administrators Communications and Campaigns Team Policy team Legal team Support teams	Te Rūnanga o Ngā Toa Āwhina PSA members and delegates	Māori Media Media outlets Service providers Affiliate organisations Sector-related stakeholders

Key Accountabilities

Key Accountabilities	Activities
Kaiwhakahaere whakapaa te Ao Māori	<ul style="list-style-type: none"> ▪ Work with colleagues and members across the union to identify issues and mahi that engage Māori members and potential members consistent with our strategic goals ▪ Work with colleagues in the Campaigns and Communications Team to apply a Te Āo Māori lens to the PSA's campaigning and media opportunities, content and collateral ▪ Support the work of the Kaihautū Māori and Te Rūnanga o Ngā Toa Āwhina with communications planning to advance their strategic objectives ▪ Act as a champion for including Te Āo Māori concepts and Te Reo in campaign collateral produced by the Campaigns and Communications Team ▪ Work with Te Roopu Hautuutanga (Māori Leadership team) to discuss the stories for <i>Te Mahinga Ora</i> journal.
Publications	<ul style="list-style-type: none"> ▪ Lead responsibility as editor of <i>Te Mahinga Ora</i> journal and <i>PSA News</i> (including contributing content for both channels) ▪ Plan out the years publications and set deadlines and timeframes to produce them ▪ Lead editorial content for publications such as the Annual Report, including by working with Assistant Secretaries and National Sector Leads to source content. Working with the Brand and Design Advisor, plan and manage the production of publications

Key Accountabilities	Activities
<p>Identify stories and communicate them well</p>	<ul style="list-style-type: none"> ▪ Work with colleagues, Rūnanga and members to identify and produce Te Āo Māori content for external and internal communications, including social media ▪ Support the Senior Media Advisor with drafting media releases and opinion pieces targeting Māori media ▪ Develop excellent working relationships across the PSA and leverage these to produce Te Āo Māori content for all our channels ▪ Represent the union at events and functions as required
<p>Implement communication to our wider membership and other stakeholders</p>	<ul style="list-style-type: none"> ▪ Work with Campaigns and Communications Advisors to ensure they have a Te Āo Māori lens to their mahi ▪ Support Te Rūnanga o Ngā Toa Āwhina to communicate with their membership and external stakeholders ▪ Support industrial staff with specific targeted communication requests ▪ Identify and implement strategies to grow Māori membership engagement, including using digital tools
<p>Participate constructively in their team</p>	<ul style="list-style-type: none"> ▪ Work collegially and co-operatively within the wider PSA ▪ Provide support for each other and willingness to learn ▪ Comply with PSA policies and strategies ▪ Participate in regular team meetings/briefings ▪ Actively participate in all team activities ▪ Respect other's views ▪ Keep team members informed ▪ Decision making by consensus ▪ Ensure effective and timely handover ▪ Maintain a balance between the autonomy of individual responsibility and team responsibility ▪ Contribute to the development of less-experienced staff ▪ Share information and assist other Communications Team members on major projects when necessary
<p>Required areas of collaboration across the team</p>	<ul style="list-style-type: none"> ▪ General writing, including peer review/ proofing ▪ Design thinking related to content generation and production ▪ Website publishing ▪ Rotational tasks such as direct member communications ▪ Contributions to training and presentations ▪ Events co-ordination and facilitation

Key Accountabilities	Activities
Build relationships with internal and external stakeholders	<ul style="list-style-type: none"> ▪ Establish and maintain effective relationships with PSA staff, delegates and members across the PSA’s sectors and networks ▪ Establish and maintain a close working relationship with Te Roopu Hautuutanga (Māori Leadership team) ▪ Build a close working relationship with Te Runanga o Nga Toa Awhina ▪ Establish and maintain effective networks with external stakeholders as required
Provide high quality communications advice and planning	<ul style="list-style-type: none"> ▪ Develop and help implement strategy for promoting the PSA and its members in external hard copy and on-line publications ▪ Work with other members of the Campaigns and Communications team to create communication plans
Monitor the internal and external environment	<ul style="list-style-type: none"> ▪ Identify relevant external conversations and issues that may impact upon the PSA and its members, through the media and networks ▪ Identify risks and opportunities for the PSA in the external environment

Person Specification

Skills/Attributes

- Strong Māori and English language written skills
- Fluency in Te Reo Māori (required) and willingness to continue to develop in the language
- Knowledge of tikanga Māori
- Excellent range of communication skills (including some combination of):
 - Digital campaigning skills
 - Message development
 - Writing
 - Editing
 - Design
 - Photography and videography
 - Video editing
- Strategic thinking
- Assess situations for strategic communications opportunities within the PSA
- Campaigning
- A good understanding of campaigns and communications strategies
- A commitment to social justice and working collectively
- Strong ability to analyse political issues and situations
- Understands and advances the political nature of the PSA’s work
- Understands the role and value of unions in current economic and political environments

- Approachable and member-focussed
- Establishing and maintaining relationships with internal and external stakeholders Work methodically, systematically and with an eye for detail
- Work accurately
- Work to deadlines
- Convey the intended viewpoint to an intended audience
- A willingness to learn new skills and adapt to new tools and technology

Knowledge

Have demonstrated technical knowledge, understanding and ability in the following:

Required:

- An excellent knowledge of tikanga Māori and how to apply it in different settings
- Oral and written fluency in Te Reo Māori (or willingness to continue to learn)
- Knowledge of the role communications plays in campaigning
- A good understanding of the union movement and organising

Desirable:

- A qualification in communications / journalism / media / content production
- Competencies in photography and/ or videography
- An understanding of values-based communication theory and practice
- Familiarity with Adobe Creative Cloud, Microsoft Office, internet content management systems

Leadership and Management style in the PSA

Te Pukenga Here Tikanga Mahi aims to achieve an optimal balance between an empowering leadership style and ensuring sufficient accountability for achieving the strategic outcomes of the union. The Campaigns and Communications team will have active day to day leadership and management from the National Campaigns and Communications Leader and Assistant Secretary Strategy.

PSA Employment Principles

The management of *Te Pukenga Here Tikanga Mahi* is committed to being a good employer and providing a quality working environment; a process of constructive engagement with staff through their unions; and operating fair, transparent and consistent best practice employment processes and good faith principles.

Health and safety

Every staff member shall take all practicable steps to ensure their safety and the safety of others at work and that no action or inaction of the staff member causes harm to any other person.

Professional Development

PSA staff members attend to their own personal and professional development. They provide collegial support to co-workers and contribute to the mentoring of less experienced staff. Staff will also participate in individual and collective professional development.