

# POSITION DESCRIPTION

## Oranga Tamariki—Ministry for Children



Title:	Marketing and Engagement Advisor
Group:	Engaging all New Zealanders
Reports to:	Social Marketing Manager
Location:	56 The Terrace, Wellington
Direct Reports:	No
Budget:	No

## OUR ORGANISATION

### About us

Oranga Tamariki—Ministry for Children is a Ministry dedicated to supporting any child in New Zealand whose wellbeing is at significant risk of harm now, or in the future. We also work with young people who may have offended, or are likely to offend. Our belief is that in the right environment, with the right people surrounding and nurturing them, any child can, and should flourish.

### Our vision

Our vision is: New Zealand values the wellbeing of tamariki above all else.

### Our purpose

Our purpose is: To ensure that all tamariki are in loving whānau and communities where Oranga tamariki can be realised.

### The Oranga Tamariki way

We're introducing a new way of doing things. A way of looking at the world that guides everything we do:



### Our core outcomes

Our core outcomes are:

- All children and young people are in loving families and communities where they can be safe, strong, connected, and able to flourish
- Improved outcomes for all children, especially tamariki and rangatahi Māori.

## POSITION PURPOSE

As a Marketing and Engagement Advisor in our team you will contribute to the delivery of our strategy to motivate New Zealanders to take actions in their communities that help tamariki thrive. You will do this by implementing marketing activities that encourage New Zealanders to:

- support children and young people in need, in care or on the cusp of care.
- support whānau and caregivers when needed
- amplify the voices of children and young people
- provide opportunities and be champions for care experienced children and young people.
- provide opportunities to young people who may have offended
- support the goals of the Oranga Tamariki core services.

You will also work closely with the Social Marketing Manager to:

- understand and target key audiences to achieve outcomes for children and young people
- deliver marketing strategies and creative approaches that effectively engage these audiences
- leverage off other communications and marketing activities to maximise impact
- provide expert marketing advice and insights
- provide service management to key areas of the Oranga Tamariki operating model.

## KEY ACCOUNTABILITIES

Key Result area	Key Accountabilities
<b>Marketing</b>	<ul style="list-style-type: none"><li>– Use your marketing skills and experience to make a key contribution to the vision of Oranga Tamariki</li><li>– Provide expert marketing advice to teams within Oranga Tamariki who depend on public support to achieve their goals for the children and young people they serve</li><li>– Provide marketing service management to clients across the Oranga Tamariki operating model (including Youth Justice, Care, Intensive Intervention and Transitions)</li><li>– Be responsible for all aspects of a range of tactical campaigns</li><li>– Create effective, clear briefs which encapsulate the needs of your clients</li><li>– Gain a thorough understanding of all needs, sensitivities, key messages and relevant nuances - then oversee the creation of relevant (and appropriate) assets that can be used to deliver sought objectives. You might also create some simple assets yourself.</li><li>– Work with others in our team to set up and manage paid advertising including display, social and SEM via Google Adwords and Facebook</li><li>– Implement a run, review, revise approach that ensures your work is effective</li><li>– Provide assessment, reports and analysis of projects</li></ul>
<b>Engagement</b>	<ul style="list-style-type: none"><li>– Work closely with key teams to understand their marketing needs and assist them to recognise the value presented by relevant marketing activities.</li></ul>

Key Result area	Key Accountabilities
	<ul style="list-style-type: none"> <li>– Build strong, trusted relationships with staff within Oranga Tamariki who are responsible for key areas of our operating model (including Youth Justice, Care, Intensive Intervention and Transitions).</li> <li>– Where appropriate, support the co-design of marketing activities with relevant audiences to ensure our approach is tika and pono.</li> <li>– Provide campaign specific specialist support</li> <li>– Champion clear, open, and effective marketing messages which places children and young people’s needs and voice at the centre</li> <li>– Creatively leverage online and a range of other channels to reach a wide range of external audiences</li> <li>– Create and promote consistent, Oranga Tamariki-wide messaging that supports the strategy of Oranga Tamariki to a variety of audiences, and via a range of channels and approaches</li> </ul>
<b>Projects</b>	<ul style="list-style-type: none"> <li>– Develop strategies and plans for key projects and campaigns</li> <li>– Collaborate with others through the life span of campaigns</li> <li>– Maintain a strategic overview to ensure campaigns are completed on time, and consistently exceed expectations.</li> <li>– Escalate issues that arise that require a managerial response – a ‘no surprises’ approach will apply</li> </ul>
<b>Being part of the Oranga Tamariki team</b>	<ul style="list-style-type: none"> <li>– Actively and positively participate as a member of the team</li> <li>– Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate this into your work.</li> <li>– Earn the trust and support of a wide range of staff (DCEs, GMs and a regional management staff) within Oranga Tamariki operating areas</li> <li>– Manage workflow in conjunction with your manager, by ensuring appropriate planning, prioritisation and re-prioritisation of work as required</li> <li>– Establish and maintain effective and positive relationships with staff</li> <li>– Proactively look for opportunities to improve the operations of Oranga Tamariki</li> <li>– From time to time, you may be required to perform other reasonable duties as requested by your manager</li> <li>– Comply with and support all health and safety policies, guidelines and initiatives</li> <li>– Comply with all legislative and regulatory requirements, and report any breaches as soon as they become known</li> <li>– Adhere to all Oranga Tamariki procedures, policies, guidelines, and standards of integrity and conduct</li> </ul>

## KEY RELATIONSHIPS

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<b>Internal</b>	<ul style="list-style-type: none"><li>– Team members in head office and in the regions</li><li>– Staff within a range of key Oranga Tamariki operating areas</li></ul>
<b>External</b>	<ul style="list-style-type: none"><li>– Iwi</li><li>– NGOs</li><li>– Marketing, content production, media (planning and buying) agencies, publishers and broadcasters</li><li>– Social sector colleagues</li><li>– Young people, particularly campaign contributors</li><li>– Other Government Ministries, Departments and entities.</li></ul>

## QUALIFICATIONS & EXPERIENCE

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<b>Qualifications</b>	<ul style="list-style-type: none"><li>– A tertiary qualification is desirable</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>– Proven experience in Marketing and Engagement with a reputation for excellence</li><li>– Prior experience in campaign content creation and ideation</li><li>– Prior experience in campaign advice, hands-on management and support</li><li>– Prior experience in handling crisis situations involving people, with empathy, where you have already mitigated risk.</li></ul>
<b>Skills and attributes</b>	<ul style="list-style-type: none"><li>– Expert marketing and engagement skills, including writing, community engagement, production of digital content, with a sound understanding of social media channels</li><li>– Proficiency in Te Reo Māori and a thorough understanding of Te Ao Māori would be an advantage</li><li>– An understanding of the Machinery of Government</li><li>– Creative-thinker, with a passion for the wider goal of supporting young people in care reach their potential</li><li>– Ability to fully integrate a broad range of marketing and engagement initiatives, resulting in an effective, efficient and strategic work plan</li><li>– Sound risk assessment, and risk mitigation skills</li><li>– Ability to establish positive relationships at a high level and to manage complex working relationships with people at all levels within and outside of government in a discrete and confidential manner</li><li>– Well-developed sector networks, with an expert ability to prioritise engagement which meets the needs of each audience</li><li>– A calm professional demeanour, especially when under pressure, and ability to manage multiple pieces of work in a high pressure environment</li></ul>

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- Ability to use discretion, exercise sound judgment, and successfully negotiate and influence
  - Ability to self-manage and work as an effective member of a team
  - Sensitivity towards diverse communities and all cultures.
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