

POSITION DESCRIPTION

Oranga Tamariki—Ministry for Children

Title:	Marketing & Engagement Advisor – Youth
Group:	Engaging all New Zealanders
Reports to:	Marketing Manager
Location:	Wellington
Direct Reports:	Nil
Budget:	Nil

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

The Engaging all New Zealanders team within Oranga Tamariki exists in order to encourage New Zealanders to take actions that support children and young people facing significant challenges.

The key functions of this role within the Engaging all New Zealanders team are to: provide pastoral liaison to young people we work with; and design and produce engaging documentation, promotional and multimedia content that supports the Engaging all New Zealanders marketing campaigns and strategies.

These campaigns and strategies are aligned to the goals of Oranga Tamariki and the wider sector.

As a Marketing and Engagement Advisor with a focus on engaging with youth you will help our team to develop and manage marketing projects that:

- educate the public about the experiences held by young people who have faced or are facing significant challenges
- educate the public about actions they can take to support children and young people facing significant challenges
- highlight what NGOs and other organisations are doing to support children and young people facing significant challenges
- inspire the public to take relevant supportive actions.

KEY ACCOUNTABILITIES

Key Result area	Key Accountabilities
Marketing & Content Development	<ul style="list-style-type: none"> – Ensure holistic pastoral care is in place while designing and developing multimedia content – Support the implementation of EaNZ marketing initiatives – Research and curate culturally relevant information that helps the team to engage appropriately with key youth audiences and collaborators – Guide visual and written communications that caters to youth audiences – Design and produce engaging documentation, promotional material and multimedia content that helps to achieve the goals of the EANA work programme – Ensure content you contribute to is always on-brand, appropriately focused, aligned with our values, and has the voice of children and young people at its heart – Ensure our products you contribute to are engaging and shareworthy – Ensure that your projects meet milestones, budgetary constraints and editorial standards – Be familiar with social media and play an active role in ensuring multimedia products increase engagement in the team's campaigns and projects. – Produce engaging promotional material for EaNZ marketing campaigns

IN-CONFIDENCE

Key Result area	Key Accountabilities
Engagement	<ul style="list-style-type: none"> – Ensure holistic pastoral care is in place when the EaNZ team is directly engaging and collaborating with young people and their wider support network – Build ongoing relationships with Māori and Pasifika youth and their families, as well as young people and families from diverse communities – Work closely with young people to ensure their thoughts, feelings and experiences drive our work – 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) – Where appropriate, support the co-design of marketing activities with relevant audiences to ensure our approach is tika and pono – Provide campaign specific specialist support – Champion clear, open, and effective marketing messages which place children and young people's needs and voice at the centre – Creatively leverage online and a range of other channels to reach a wide range of external audiences
Projects	<ul style="list-style-type: none"> – Support the development of strategies and plans for key projects and campaigns – Collaborate with others through the lifespan of campaigns – Be able to assist/take over at any stage of production across multiple projects – Ensure your contribution to campaigns is completed on time, and consistently exceeds expectations. – Escalate issues that arise that require a managerial response – a 'no surprises' approach will apply – Be comfortable applying an 'Agile' approach to your work
Being part of the Oranga Tamariki team	<ul style="list-style-type: none"> – Actively and positively participate as a member of the team – Demonstrate a commitment to and respect for the principles of the Treaty of Waitangi and incorporate this into your work. – Earn the trust and support of a wide range of staff (DCEs, GMs and a regional management staff) within Oranga Tamariki operating areas – Manage workflow in conjunction with your manager, by ensuring appropriate planning, prioritisation and re-prioritisation of work as required – Establish and maintain effective and positive relationships with staff – Proactively look for opportunities to improve the operations of Oranga Tamariki

Key Result area	Key Accountabilities
	<ul style="list-style-type: none"> – From time to time, you may be required to perform other reasonable duties as requested by your manager – Comply with and support all health and safety policies, guidelines and initiatives – Comply with all legislative and regulatory requirements, and report any breaches as soon as they become known – Adhere to all Oranga Tamariki procedures, policies, guidelines, and standards of integrity and conduct

KEY RELATIONSHIPS

Internal	<ul style="list-style-type: none"> – EANZ team members – Other Oranga Tamariki colleagues in head office and in the regions
External	<ul style="list-style-type: none"> – Children and young people – particularly campaign contributors – Whānau (and other key supporters) of children and young people we work with – Community organisations that work with and on behalf of Iwi – NGOs and other community groups – Marketing, content production, media (planning and buying) agencies, publishers and broadcasters – Social sector colleagues – Other Government Ministries, Departments and entities.

QUALIFICATIONS & EXPERIENCE

Qualifications	<ul style="list-style-type: none"> – A tertiary qualification is desirable
Experience	<ul style="list-style-type: none"> – Proven experience providing pastoral support to a diverse range of children and young people – Proven experience running child and young person-centred workshops and other insight gathering processes – Proven graphic design and multimedia content production experience – Experience codesigning creative content with children and young people – Prior experience managing promotional activity through social media would be an advantage
Skills and attributes	<ul style="list-style-type: none"> – Expert youth engagement skills – Knowledge of a range of pastoral support techniques and when to apply the right option

- Proficiency in Te Reo Māori and a thorough understanding of Te Ao Māori would be an advantage
 - Creative thinker, with a passion for the wider goal of supporting young people facing significant challenges to reach their potential
 - Sound risk assessment, and risk mitigation skills
 - 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
 - Well-developed sector networks, with an expert ability to prioritise engagement which meets the needs of each audience
 - A calm professional demeanour, especially when under pressure, and ability to manage multiple pieces of work in a high pressure environment
 - 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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