

Kaitohutohu Tūhono Mātāmua Lead Advisor Communications

Our purpose

The purpose of the Independent Children's Monitor (the Monitor) is to provide a credible view of the Oranga Tamariki System, highlighting areas that will drive continuous improvement and support improving outcomes for children and young people, particularly tamariki Māori.

How we do this

The Monitor has oversight of the Oranga Tamariki System and its work will reflect the broad spectrum of monitoring from compliance, to practice quality, through to outcomes. Monitoring each of these interrelated areas enables us to assess if outcomes are being achieved for tamariki (children) and rangatahi (youth). Our review, analysis and reporting functions drive improvement and give us the opportunity to provide accurate information to a range of audiences including Ministers, government agencies, iwi, non-government agencies, whānau and individuals on the performance of the System.

We strive to always work in a way that is child-centred, embeds te ao Māori, is insight-driven and builds on our reputation as a trusted and credible influencer.

Our values

Our values have been developed within the context of our work and reflect our principles of being child centred with a te ao Māori lens across all that we do. Our values are how we behave every day, with each other and with those we are working with.

Kia Māia – Courageous: We are brave, bold, capable and confident.

Kia Pono, Kia Tika – Trustworthy: We are honest and genuine.

Manaaki – Respectful: We show respect and care for others.

Kia Huritao – to be Reflective: We are considered and reflective.

Our commitment to Māori

As a Te Tiriti o Waitangi partner to we are committed to supporting and enabling Māori, whānau, hapū, iwi and communities to realise their own potential and aspirations.

Position detail

Overview of position

The Kaitohutohu Tūhono Mātāmua/Lead Advisor Communications is a stand-alone role that provides end-to-end communications support to the Monitor. They will develop and maintain the Monitor's strategic communications plan and provides expert advice and tactical delivery of communications products for the Monitor. They will work with the leadership team to develop and implement communication strategies and programmes, lead and manage the delivery of significant communication programmes including the transition of the Monitor out of the Ministry of Social Development, projects and initiatives and monitor and analyse the effectiveness of communications programmes and initiatives. It is expected that the Lead Advisor will work with both internal and external stakeholders and service suppliers.

Location

Wellington

Reports to

Kaiwhakahaere Rangatōpu, Rautaki me te Mōhiotanga/Manager Corporate, Strategy and Insights

Key responsibilities

Communications strategy, planning and delivery

- Develop strategic communications plans that are aligned with the Monitor's values, priorities and work programme
 - Work with both Ministry of Social Development (MSD) and Education Review Office (ERO) Communications and Engagement teams to deliver end to end strategic communication activities throughout the transition of the Monitor out of MSD
 - Provide project leadership, including project scoping and planning, stakeholder engagement and project reporting
 - Identify internal and external communications opportunities, issues and trends , Lead the development of new communications initiatives
 - Maintain and improve key communications channels such as the Monitor's website, intranet and newsletter
 - Develop and input into the corporate narrative and documents, ensuring the content, tone and language reflects the Monitor's brand, Te Ao Māori perspectives and accessibility guidelines
 - Build the communication and engagement capability of the Monitor's leaders and staff
- Proactively identify and deliver opportunities to enhance content and communicate the Monitor's story
- Provide media management advice and support

Relationship management

- Develop and lead strategies and work programmes to support communication and engagement with our stakeholders
- Build strong and effective internal and external networks and relationships and undertake a consistent and coordinated approach to managing stakeholder relationships at all levels.
- Foster positive and co-operative working relationships across the Monitor

- Maintain a client focused approach and ensuring all requests for information and services are managed and responded to in a timely way.
- Develop strategies to manage issues and risks as they arise, anticipate new issues and risks, or change in status of risks, and plan for risk areas that cannot be avoided
- Keep the Kaiwhakahaere Rangatōpu, Rautaki me te Mōhiotanga/Manager Corporate, Strategy and Insights informed of any issues and risks impacting on the Monitor's reputation and advise on how these will be mitigated
- Champion a Te Ao Māori perspective by ensuring its inclusion in all communications strategies, plans and activities
- Act as a role model for the Monitor's values and contribute to the development of a highly engaged team culture

Embedding Te Ao Māori

- Building knowledge, experience, capability and understanding of tikanga Māori and te reo to confidently engage with whānau, hapū and iwi.
- Embedding te ao Māori into the status quo of the Monitor.
- Seeking advice and using empathy and judgement to adapt to the context and circumstances.
- Learning about and respecting cultural similarities and differences and appreciating diversity.

Health, Safety and Security

- Understanding and implementing Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework
- Understanding, following and implementing all health, safety and security and wellbeing policies and procedures.


Emergency Management and Business Continuity

- Remaining familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact the Monitor.
- Participating in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

Other duties as required such as supporting special projects or deep dive investigations.

Know-how

- Qualification in communications, marketing or journalism and/or significant relevant experience
- Experienced in leading external and internal communications for change programmes including collaborative partnerships with other agencies and stakeholders
- Proven record in account and project management
- Extensive knowledge of communication tools, techniques and channels including writing/editing communications material
- Proven ability and experience in proactively driving communications strategy and creating visibility for the communications function

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- Change and risk management skills
 - Computer literacy with relevant communications tools and applications, including the Microsoft Office Suite
 - Demonstrated ability to perform a range of tasks under competing demands and deliver within quality parameters and time.
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Attributes

- Creative
 - Collaborative
 - Growth mindset
 - Resilient
 - Self-motivated
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Key Relationships

Internal

- Independent Children's Monitor colleagues
- Ministry of Social Development colleagues
- Education Review Office colleagues

External

- Communications contact at Oranga Tamariki
 - Other government agency colleagues
 - Communications, design, printing, photography and other relevant agencies or consultants
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Other

Delegations

Financial – No

Human Resources – No

People – No

Direct reports – No

Security clearance – No

Children's worker – No

Limited ad hoc travel may be required to attend Monitor events.



Our future

The Ministry of Social Development (MSD) has been given the job of building the Independent Children’s Monitor (the “Monitor”) and the initial phases of monitoring operations. However, once the necessary legislation is passed, the Monitor will leave MSD and become its own departmental agency with our own Chief Executive, who will also be a Statutory Officer. We will be hosted by the Education Review Office (ERO), and although there will be clear separation between the Monitor and ERO, it will allow the two agencies to cooperate and learn from one another.