



Position Description

Position Title:	Communications Officer Fixed Term Maternity Position
FTE:	0.7FTE (28 HRS/WK)
Term	Fixed Term – 12 months
Reports To:	Human Resources Manager
Functional Area:	Support Services
Position Location:	Whangarei
Direct Reports:	NIL
Delegated Authority:	As per Delegated Authority or Nil
Budget Responsibility:	As per Delegated Authority or Nil
Key Relationships:	<p>Internal:</p> <ul style="list-style-type: none"> • Network Enablement Services • Partnership Services • Mental Health Services/Health Improvement Practitioners • Executive Leadership Team & Senior Leadership Team • Wider Mahitahi Staff <p>External:</p> <ul style="list-style-type: none"> • General Practices and Māori Health Providers • Te Whatu Ora, Te Tai Tokerau • Manatā Hauora • GPNZ • Other Partner Agencies related to project work • All Stakeholders
Key Commitments:	<p>Mahitahi Hauora has key commitments. Every position has foundational commitment to</p> <ul style="list-style-type: none"> · Whanau Wellbeing and Equity · Te Tiriti o Waitangi · The New Zealand Health Strategy · He Korowai Oranga and Whakamaua: Maori Action Plan 2020 -2025 · The Healthy Ageing Strategy · The UN convention on the Rights of Persons with Disabilities and the Disability Strategy · Ola Manuia: Pacific Health and Wellbeing Action Plan 2020-2025 Whanau Wellbeing and Equity

Mahitahi Hauora Overview

Mahitahi Hauora is a primary health entity underpinned by Te Tiriti o Waitangi, our Kaupapa includes ensuring whanau and communities are able to achieve self-determined wellbeing, access to the services they determine they need, and to live a long and healthy life. We work collaboratively with community, primary healthcare providers and key partners to support general practices, Māori health providers and social sector agencies in achieving better health outcomes for our Tai Tokerau population.

Mahitahi Hauora's Values and Behaviours:	
Tika	To be honest, truthful and genuine – we are honest, behave and treat others consistently, are transparent, are trustworthy, and have courage to do the right thing.
Pono	Fairness and Integrity – we work towards fairness and equity in all our mahi, we demonstrate integrity in our actions
Aroha	We respect and care for each other – we show appreciation, compassion, kindness and empathy for others
Kotahitanga	Collaboration and Unity – we are all in one 'waka' paddling consistently toward a common purpose
Manaakitanga	Supporting and valuing others – we are caring and supportive
Whanaungatanga	Relationships, belonging and inclusion – we value and honour relationships and engagement
Whakamana Whanau	Empowering Whanau – we are strengths-based and put whanau front and centre of everything we do
Whakapapa	Connection and Heritage – we connect with each other and our history

Position Key Purpose

Responsible for the planning and execution of all our communications efforts, this role supports our organisation in implementing effective communications strategies across multiple channels. You will have key interactions with various external stakeholders, and support internal stakeholders ensuring consistency and quality of all outbound communications. This role will support our ability as an organisation to be a strong primary care advocate.

Key Functions:

- Planning and guiding the execution of our organisations communication efforts
- Implementing and maintaining effective communications strategies across multiple channels
- Manage, maintain the organisations website, media platforms and responses
- Communications Emergency Response management and media relationship management
- Support usage of branding guidelines, provide document critique and assistance with presentations.

Key Accountabilities

Communications Planning & Execution	<p>Provide effective communications including:</p> <p>Collaborate with CEO and Leadership team to ensure organisational branding and messaging is consistent across all programmes and aligned with the organisation's mission, values strategies and goals.</p> <p>Provide appropriate templates, guidance and training to support ongoing awareness of the Mahitahi Hauora brand to strengthen external stakeholder relationships, and support and promote primary health and related services for Northland.</p> <p>Provide communications support to assist delivery of the organisation's annual plan.</p> <p>Plan and deliver annual communications activity in line with the organisation's objectives and priorities.</p>
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	<p>Draft, review and provide guidance on all communication materials, including all messaging, newsletters, presentations, official statements, articles, flyers, social media content, and web content to ensure the appropriate quality of clear, consistent and relevant material is being produced and disseminated.</p> <p>Ensure information produced is appropriate for the target audience, providing guidance as required on understanding the target audience.</p> <p>Develop where required program specific marketing material, i.e. flyers, posters, business cards etc.</p> <p>Maintain the digital images and video library for ongoing use in organisational communications.</p> <p>Coordinate and draft the content and design of the Annual Report with external agency and support the distribution to stakeholders.</p> <p>Create the presentation material (PPT) for the AGM.</p> <p>Where required attend leadership and or Board Meetings to present communications and/or promotional material.</p>
<p>External Comms & Engagement</p>	<p>Maintain the organisational presence and positive reputation in the community through all forms of communications, particularly:</p> <ul style="list-style-type: none"> • External newsletters to practices • Social media content • Website • Media releases • Advertising • Printed material i.e. flyers and posters <p>Support the General Practice requirements through provision of relevant information as required including regular publications on platforms such as Medinz.</p> <p>Maintain the database of health professionals on Mailchimp to ensure practice communications reach the relevant audience.</p> <p>Attend internal project team meetings to provide communications advice and prepare a communications strategy to support where required.</p> <p>Work with the CEO and Leadership Team to deliver the external stakeholder engagement plan including webinars and events.</p>
<p>Internal Comms & Engagement</p>	<p>Monitor and manage the regularity and consistency of internal communication and documentation to support successful and relevant communications and engagement internally including:</p>

	<ul style="list-style-type: none"> • CEO updates • News posts and feeds across digital channels/SharePoint • Internal emails <p>Support Leadership Team requirements by assisting with presentations, forms, documents etc relating to internal announcements.</p> <p>Schedule events for and update the annual staff events calendar, as well as providing communications support for staff events and initiatives.</p>
<p>Issues and Crisis Management</p>	<p>In conjunction with the CEO, lead the organisations communication response to issues, crises or anything that has the potential to impact Mahitahi Hauora’s reputation.</p> <p>Manage all media queries within 24-hours, in conjunction with the CEO.</p> <p>Monitor media and stakeholder sentiment for issues and risk and manage communications to mitigate and respond as required.</p> <p>Ensure a calm, proactive and timely approach to risk and crises communications.</p> <p>Where required and in conjunction with other team members, support and manage a a risk and crisis communications strategy and plan</p> <p>Understand and be prepared to undertake the function of the PIM in an emergency response.</p>
<p>Media Platform Development & Management</p>	<p>Manage and maintain a variety of platforms that support internal and external communications including:</p> <ul style="list-style-type: none"> • Update and maintain the content on the Mahitahi Hauora website ensuring relevance. • Manage organisation Facebook and LinkedIn profiles ensuring content is appropriate and consistent. Uploading of vacancies on social media sites as required.
<p>Events Management</p>	<p>Coordinate the organisation of internal and external events in conjunction with the appropriate personnel.</p> <p>Support the preparation for the Annual General Meeting.</p>
<p>Networks & Links & Relationships</p>	<p>Collaborate with communications staff from other Northland health and social agencies to further work in shared areas of focus, particularly those in Primary healthcare.</p>

	<p>Where possible maintain and manage strategic relationships locally, regionally and nationally including but not limited to Te Whatu Ora, Te Whatu Ora Tai tokerau, Local Media, Local Government, Māori Iwi Partnership Boards and Māori Health Providers, Community Services Providers supporting primary healthcare in Tai Tokerau.</p> <p>Develop and maintain positive relationships with all internal and external stakeholders of Mahitahi Hauora.</p>
Organisational	<ul style="list-style-type: none"> • Have a good understanding of and comfortability in communicating the vision and strategic priorities of Mahitahi Hauora. • Maintain client confidentiality at all times, clients' rights, privacy and confidential information are safeguarded. • Understands the principles of the Privacy Act 2020, and Health Information privacy Code (1994). • Recognise individual responsibility for workplace Health & Safety under the Health and Safety at work Act 2015 (HSWA 2015). • Implements organisational policies and procedures, legislation and guidelines with their work.

Person Specification

Key Competencies: These competencies are specific to the position and reflect the key behaviours that directly support overall success in the position.

Composure	Interpersonal Savv	Written Communications
Strategic Agility Managing Vision & Purpose	Listening and compelling story telling	Innovation Management

Key Qualifications, Experience, Skills and Knowledge:

Education and Qualifications	
<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Tertiary degree level qualification primarily in communications, journalism, media studies. • Advanced Computer literacy skills, e.g. Microsoft Office 365, SharePoint. • Current and un-encumbered Drivers License 	<ul style="list-style-type: none"> • WordPress website knowledge/training • Adobe/Canva/Other design programmes

Experience	
<i>Essential</i>	<i>Desirable</i>

<ul style="list-style-type: none"> • Minimum of 3-5 years Communications in an intermediate or senior level role, • Demonstrable experience in successfully developing, implementing, and evaluating communications strategy. • Experience working in a complex and continually changing environment • Experience in managing and monitoring media including proactively generating media coverage • Superior time management skills and the ability to juggle multiple projects simultaneously • Resourceful and able to take initiative with minimal direction. • Minimum of 3 years' experience and proficiency in MS Office suite, Adobe products, and a variety of communications channels. • Demonstrable ability to write compelling content and to edit others content. 	<ul style="list-style-type: none"> • Experience working for a non-government organisation • Experience working in health • Photography skills • Graphic design experience • Project management experience and campaign management • Marketing
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A commitment to the development in competency of

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Te Tiriti o Waitangi and our obligations in our day-to-day work • Confidence in expressing and observing Tikanga, Māori protocols • A good understanding of Pae Ora and He Korowai Oranga • Privacy Act (1993) and Health Information Privacy Code (1994). 	<ul style="list-style-type: none"> • Health and Safety at Work Act 2015(HSWA) • Health and Disability Commissioner (Code of Health and Disability Services Consumers' Rights) Regulations (1996). • New Zealand Council of Healthcare Standards.

Personal Attributes

<ul style="list-style-type: none"> • Exceptional communication skills, listening, written, verbal. • Strong interpersonal and relationship building skills. • Ability to maintain a high level of confidentiality • Excellent organising and time management skills, and ability to prioritise and manage conflicting demands without compromising quality and flexibility, even in times of pressure. • Displays sound judgement and initiative • Strong decision-making ability and ability to meet deadlines • Open to learning opportunities and enhancing skills and knowledge relevant to the role. • A professional attitude displaying personal integrity and honesty. • An ability to work with a range of teams and individuals; demonstrating tact; a calm and caring nature. • Open to learning opportunities and enhancing skills and knowledge relevant to the role.
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Variation of Duties

Duties and responsibilities described above should not be construed as a complete and exhaustive list as it is not the intention to limit in anyway the scope or functions of this position. Duties and responsibilities can be amended from time to time, either by additional, deletion, or straight amendment by the CEO to meet any changing conditions. Any variation to duties will be discussed and agreed with you.

Employee Name:

Employee Signature: Date:.....

Manager Name:

Manager Signature: Date:.....