



# POSITION DESCRIPTION

## Pou Karere

### Communications Advisor

### Taumata Korero | Hauora Hokianga Vision and Values

#### Tirohanga Matua – Our Vision

Whānau Oranga

Kia eke rawa te taumata manaaki tāngata, manaaki whānau, manaaki kainga

*achieved through collaboration and service excellence*

#### Ngā Pou Matua – Guiding Principles

To achieve our vision, we are committed to:

- Te Tiriti o Waitangi, the founding covenant of Aotearoa New Zealand,
- Equitable health and wellbeing outcomes,
- Provision of high-quality, integrated, and holistic health and wellbeing services,
- Offering a service with no cost at the point of need.

#### Ngā Whaingā Matua – Our Values

##### Rangatiratanga

leadership role modelled at all levels that supports self determination over one's health and wellbeing

##### Manaakitanga

expressed by extending respect, humility, kindness and honesty

##### Whanaungatanga

created through shared experiences and working together, demonstrated by effective relationships and collaboration

##### Wairuatanga

enhanced by celebrating identity and uniqueness that promotes a culture of holistic wellbeing

### Turanga Mahi | The Position

**Reports to:** Director of Support Services

**Department/Team:** Support Services - Communications

**Delegated Financial Authority:** n/a

**Job Status:** Permanent / Full-time

**Direct Reports:** n/a

**Last Updated:** September 2025

#### Position Purpose

The purpose of the Communications Advisor position is to support the delivery of the Hauora Hokianga communications and engagement plan to profile the organisation through a range of platforms with clear and consistent messaging that enables patients and whānau to access a range of health and wellbeing services. This position will also provide strategic communications advice editorial support to senior leaders where required including media relations.

### Kawenga Tikanga | Key Accountabilities

Key Result Area	Expected Outcomes
Communications and Engagement Plan	<ul style="list-style-type: none"> <li>• Lead the development and publication of written content for Hauora Hokianga communication channels including website, social media, intranet and newsletters.</li> <li>• Plan and produce regular communication material that tells our unique stories and profiles our news, achievements, activities, initiatives and projects.</li> <li>• Develop and maintain effective relationships with staff and external stakeholders to capture and share relevant stories and information.</li> </ul>
Brand and Content	<ul style="list-style-type: none"> <li>• Profile the mana and presence of Hauora Hokianga across a range of platforms and support a consistent 'brand' and 'voice' for the organization.</li> <li>• Maintain current, consistent and clear messaging about the organization and our services across all channels.</li> </ul>

	<ul style="list-style-type: none"> <li>• Create content for online distribution across main social media platforms including Facebook, Instagram, and TikTok.</li> <li>• Create and update resources such as posters and info graphics.</li> <li>• Coach and guide staff and provide input into the development of print and digital promotional material to reflect Hauora Hokianga's brand, vision and values.</li> <li>• Coordinate content and distribution of regular newsletters updating communities on health outcomes and available services.</li> <li>• Contribute to formal corporate documentation and communications and provide editorial support including annual reports, presentations and correspondence.</li> </ul>
<b>Event Support</b>	<ul style="list-style-type: none"> <li>• Develop press and media releases for events.</li> <li>• Attend and promote events including photography.</li> <li>• Create a digital record of event photography for later use.</li> </ul>
<b>Communications Advice</b>	<ul style="list-style-type: none"> <li>• Assist senior staff with media relations including engaging with journalists, media releases, public statements and preparing for media interviews.</li> <li>• Provide communications advice including complex or high-risk communications issues where required.</li> </ul>
<b>Health, Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Demonstrate a good understanding of Health and Safety in the healthcare environment.</li> <li>• Manage own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents.</li> <li>• Ensure own and others' safety at all times.</li> <li>• Comply with relevant safety legislation, policies, procedures, safe systems of work and event reporting.</li> <li>• Report all incidents/accidents, including near misses in a timely fashion.</li> </ul>

## Kawenga Matauranga | Knowledge, Skills and Experience

### Qualifications

- A relevant tertiary qualification in communications, or comparable relevant experience.
- A Full Drivers License is highly desirable.

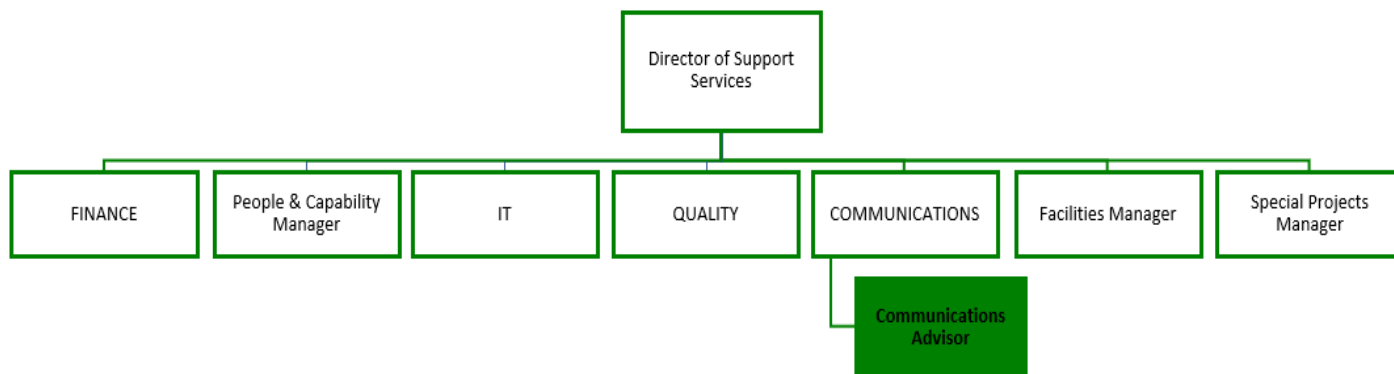
### Knowledge, Skills and Experience

- Understanding of the significance of and obligations under Te Tiriti o Waitangi, including how to apply Te Tiriti principles in a meaningful way in your role.
- Understanding of, or willingness to develop knowledge and engage with Te Ao Māori - Tikanga, Kaupapa, Te Reo and Rongoā.
- Demonstrated knowledge and understanding of Māori culture and issues affecting Māori communities and whanau.
- 5 years or more relevant experience in communications, public relations, marketing or similar.
- Experience implementing a communications strategy is highly desirable.
- Excellent verbal, written and visual communication skills, including the ability to communicate complex ideas across a range of audiences and platforms.
- Strong interpersonal skills and ability to generate trust and confidence among staff at all levels including senior management.
- Excellent organisational and planning skills, with the ability to meet deadlines.
- Ability to work proactively, prioritise and manage individual workload. Proficient with Microsoft applications, social media and internet platforms.
- Proactive with the ability to manage and drive activity through times of ambiguity.
- Ability to act with sensitivity regarding rights to privacy and confidentiality.

- Recognises patient rights to be treated as an individual and with equity, including a sound understanding of and respect for the social, cultural and spiritual norms of others.
- Ability to act with sensitivity regarding rights to privacy and confidentiality.

## Kawenga Whanaungatanga | Relationships

### Your place in Hauora Hokianga



#### Key Internal Relationships

- Director of Support Services
- Director of Tikanga
- CEO and Executive Team
- Trust Board
- Other Hauora Hokianga staff

#### Key External Relationships

- Health & Social Services providers
- Media
- 3<sup>rd</sup> party providers, design agencies
- Groups, whānau and individuals from the community

## Tuhinga Whakaae | Acknowledgement and Approval

### Organisational Requirements

Employees are expected to support the aims and objectives of Hauora Hokianga through:

- Understanding and implementation of Hauora Hokianga’s strategic plan and objectives.
- Being aware of and adhering to Hauora Hokianga’s policies and procedures.
- Participating in quality and continuous improvement.
- Demonstrating a commitment to our organisational shared values.

Key responsibilities and accountabilities for this position should not be considered definitive. Accountabilities and outcomes may be added, deleted or modified, in consultation with staff as necessary. Knowledge, skills and experience required will be reviewed in line with performance review and development process unless required earlier.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Manager Signature: \_\_\_\_\_

Date: \_\_\_\_\_