

<b>Job Title:</b>	Senior Communications Advisor 6 month Fixed Term Contract
<b>Function:</b>	People and Culture
<b>Reports to:</b>	Head of Communications and Stakeholder Engagement
<b>Last review date:</b>	January 2025

He huanui oranga mo ngā mokopuna whakatipuranga roto i ngā hapori heke iho, heke iho -  
*Setting the path of wellness in our communities for the early years, for generations to come.*

## Whānau Āwhina Plunket – who we are and what we are about

Whānau Āwhina Plunket is a charity organisation and the largest service supporting the health and wellbeing of tamariki under-five and their whānau in Aotearoa. We're proud to visit over 80% of all newborn babies in Aotearoa and to support pēpi, tamariki and their whānau.

We aim to be a cohesive and effective national organisation grounded in evidence and best practice, with the needs of New Zealand whānau and families at the centre of everything we do.

Our Whānau Āwhina Plunket Goals are:

Pae Ora: Healthy Futures:

- **Mauri Ora:** Healthy babies and children
- **Whānau Ora:** Healthy confident families
- **Wai Ora:** Healthy environments and connected communities

We are on a pro-equity journey where we strive to give life to Te Tiriti o Waitangi principles of Tino Rangatiratanga, partnership, active protection, equity and options in our mahi/work to ensure healthy tamariki, confident whānau and connected communities.

## Whānau Āwhina Plunket Values

In this role you will be expected to operate in a way that embodies and demonstrates Whānau Āwhina Plunket values as follows:

- **Māia** – to be courageous and lean into discomfort and challenge as we walk the path of pro-equity
- **Tūhono** – to connect and stand in relationship in calm and safe spaces (āhuru Mōwai)
- **Manaaki** – to care, love, nurture, support and mana enhancing. Respects mana atua, mana tīpuna, mana whenua, mana tangata
- **Māhaki** – to be humble as we share our knowledge experience to understand and learn from each other and foster trust.

## Overview of the Communications Function

The Communications function is part of the People and Culture function and is responsible for:

- Internal communications strategy and organisational communications
- External communications including stakeholder communications, corporate communications and media management/PR
- Social media engagement
- Website content and other digital communications support

## Purpose of the Position

The purpose of this fixed-term position is to help shape the future of our service by leading communications and stakeholder engagement across specific projects, which have a key focus on service delivery.

Projects include our immunisation pilot partnership, new nurse prescribing service and the expansion of our 24/7 PlunketLine service.

This role will support and collaborate with the project teams and other key stakeholders to enable delivery of agreed outcomes, on time, to budget and to agreed quality standards by:

- creating and managing communications and stakeholder engagement plans
- communicating change and progress internally
- identifying and working with external stakeholders as required
- connecting the project and communications teams

## Key Dimensions of the Position

**Delegations:** The position's full delegations are set out in the Schedule of Delegations and may be amended from time to time.

**Functional relationships:** *To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:*

### Internal:

- Head of Communications & Stakeholder Engagement
- Executive Leadership team
- Project Managers and Teams
- Kaiārahi Māori
- All Whānau Āwhina Plunket Teams

### External:

- Media
- External stakeholders including Te Whatu Ora Health New Zealand, Government departments, and other agencies, including NGOS and Well Child providers.

## Key accountabilities

### Communications and change

- Creation and implementation of communications and stakeholder engagement strategies and developing plans that have clear goals, deliverables and measurable outputs to support change.
- Management of promoting project outcomes and milestones as appropriate through staff updates, media, social media, and intranet.
- Provide communications guidance and advice to other parts of the organisation as required.
- Ensure communications are inclusive and reflect our pro-equity priority, supporting greater engagement with whānau Māori, including integration of te reo Māori.

### Stakeholder Engagement

- Proactive stakeholder engagement and development of content.
- Identifying and mapping stakeholders as required.
- Creating content to best engage with stakeholders.

### Working with the wider Whānau Āwhina Plunket team

- Contribute to the development, implementation and management of Whānau Āwhina Plunket's wider communications strategy.
- Contribute to communications planning that support information dissemination across Whānau Āwhina Plunket's channels.
- Work as an active member of cross functional teams to bring their expertise and experience to organisational problems, and thus develop long term solutions that are outcomes focused.
- Support other communications functions as and when needed.

### Leadership

- Provide strong leadership and role modeling within the Communications team
- Demonstrate organisational leadership by being a positive agent of change, role modelling the desired culture and ways of working.
- Participate as Communications representative on working groups and projects as appropriate.

### Health & Safety

- Manage own personal health and safety, and take appropriate action to deal with workplace hazards, accidents and incidents
- Ensure own and others' safety at all times and observe health and safety practices in all workplace activities
- Understand the responsibility individuals and their manager play in health and safety
- Team training is up-to-date and all team members can demonstrate actions in an emergency that are specific to the workplace and are designed to keep individuals safe
- Comply with relevant safety legislation, policies, procedures, safe systems of work and event reporting
- Identify and report all incidents, accidents, and near misses in accordance with policy

**Position Description and Scope of Duties**

The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description, and such other duties reasonably within their experience and capabilities as may be from time to time assigned following consultation.

Once appointed a programme of work will be developed with the appointee that will set out the specific tasks and time frames to achieve the key deliverables for this position. Progress will be monitored through Plunket’s Performance and development programmes.

**Person Specification**

**Qualifications and Background**

The role will ideally possess the following technical skills/knowledge and personal attributes:

**Technical Skills**

- A Bachelor of Communication or relevant tertiary level qualification is desirable or equivalent experience.

**Experience**

- At least 5 years' experience in a senior communications role or equivalent
- Experience developing communication and stakeholder engagement plans, their implementation, and measuring of results
- Strong understanding of change communications.
- Proven experience delivering the right things, at the right time, in the right way for stakeholders.
- Understanding of mātauranga Māori, te ao Māori and tikanga Māori, knowledge of te Tiriti o Waitangi.

**Skills**

- Excellent active listening and communication skills.
- Highly developed verbal, written and presentation skills.
- Strong organisational skills and ability to manage competing priorities.
- Proven ability to establish and maintain strong working relationships with a range of internal and external stakeholders.
- Takes pride in the outputs and outcomes they achieve.
- Takes accountability for achieving their goals and for managing time and resources efficiently.
- Ability to communicate complex concepts clearly to a diverse audience in an inspiring way.
- Ability to engage with people in a variety of different professional roles.
- Ability to develop effective team relationships that foster co-operation.
- Ability to coach and mentor team members and contribute to their professional development.

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

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Role title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Manager role

\_\_\_\_\_  
Date

