

<b>Job Title:</b>	National Child Safety Lead
<b>Function:</b>	Community Services
<b>Reports to:</b>	Head of Community Services
<b>Last review date:</b>	April 2026

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 pēpē, 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.

As a Tangata Tiriti organisation we are guided by the articles of Te Tiriti o Waitangi. We are committed to building strong and respectful relationships with Māori communities. We include Māori worldviews in our decision-making processes to ensure that our actions are aligned with Māori aspirations for Hauora. This is reflected in our policies, processes, structures and governance.

## 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 Community Services Team

The Community Services team is a vital part of the wider Service Delivery function, which brings Whānau Āwhina Plunket's trusted support to tamariki and whānau across Aotearoa. We work alongside our clinical colleagues, volunteers, and community partners to strengthen whānau and community wellbeing and help families achieve their aspirations.

Our team supports the delivery of local, regional, and national initiatives that help tamariki and whānau to thrive. We connect community needs, insights, and opportunities with Plunket's national direction, ensuring services are meaningful, welcoming, and responsive, particularly for our priority populations. Together, we are building a legacy of care, connection, and equitable outcomes that will support whānau for generations to come.

We prioritise tamariki and whānau experiencing the greatest inequities. This includes Māori, Pacific, Asian and rural families to ensure our services reach those who need them most. Our priority populations are central to our service design and are reflected in our key performance indicators, ensuring our work remains focused on improving equity and outcomes where they matter most. Our team uses internal insights, local data, and community feedback to guide targeted, culturally grounded service delivery that responds to whānau aspirations.

We lead and support a diverse range of programmes, events, services, and activities that foster deep connection with local communities. We work collaboratively to understand local needs and respond through innovative projects, strong partnerships, and meaningful volunteer involvement.

Volunteers play a vital role in extending Plunket's reach and strengthening our connection to communities. They lead and support local programmes and activities, bringing passion and lived experience to their mahi. Our paid Community Services kaimahi provide leadership and structure by recruiting, preparing, and supporting volunteers, ensuring roles are clear and safe, and creating environments where volunteers feel valued, confident, and set up for success. Together, we uphold Plunket's commitment to whānau-centred support and equitable access.

## Purpose of the Position

The National Child Safety Lead is Whānau Āwhina Plunket's national leader for child safety and injury prevention, embedded within the Community Services function.

The purpose of the role is to steward and deliver Plunket's Injury Prevention Scope and Strategy, ensuring injury prevention is embedded as a core component of whānau-centred support across community and aligned clinical services.

The role provides strategic leadership, system influence and national professional practice direction to strengthen injury prevention outcomes for pēpi, tamariki and whānau, with a strong focus on equity and on improving outcomes for tamariki Māori who experience disproportionate rates of preventable injury.

## 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:

- Community Services Managers
- Regional Operations Managers
- Community Services Team Leaders
- Injury Prevention Coordinators and Volunteers
- All other Community Services kaimahi
- Clinical Services leadership, advisors and PlunketLine
- Clinical kaimahi
- Fundraising and Grants team
- Communications and Stakeholder Engagement team

### External:

- ACC, Safekids Aotearoa, NZ Transport Agency, NZ Police
- MBIE (Consumer Protection and Product Safety)
- Standards New Zealand and Australia
- Iwi and Māori providers
- Local authorities, ECE networks and community organisations
- Child safety equipment suppliers and sector partners

## Key accountabilities

### Strategic Leadership and Equity Direction

- Lead the delivery, stewardship and continuous refinement of Whānau Āwhina Plunket's Injury Prevention Scope and strategy
- Embed injury prevention as a core component of Community Services delivery and aligned clinical practice
- Champion equity-focused approaches and Māori-led solutions
- Provide national leadership on emerging risks, evidence, inequities and priorities in child injury prevention

### Awareness – Campaigns and Community Engagement

- Work with the Communications team and others as appropriate to lead national injury prevention campaigns and public-facing messaging
- Ensure resources are culturally responsive, accessible and aligned to priority population needs
- Support regions to plan and deliver locally relevant initiatives aligned with national priorities

### Advice – Workforce Capability and Practice Guidance

- Lead national workforce capability uplift across community, clinical and volunteer teams
- Set and maintain national standards for injury prevention education, advice and whānau-facing information

- Embed injury prevention learning across induction, professional development and volunteer pathways
- Partner with others to ensure mana-enhancing and culturally grounded approaches

### **Advocacy and System Leadership**

- Advocate for policy, legislative and environmental changes that improve child safety outcomes
- Prepare or contribute to submissions, standards reviews and cross-agency working groups
- Provide insights, data and evidence to influence system-level decision-making
- Lead or contribute to national forums, advisory groups and sector initiatives that shape child safety policy, standards and practice in Aotearoa

### **Partnerships, Funding and Sector Leadership**

- Build and maintain strong national partnerships with iwi, government agencies and sector organisations
- Work with the Fundraising team to identify and support opportunities that extend reach, sustainability and impact
- Position Whānau Āwhina Plunket as a trusted national leader in child safety and injury prevention

### **Monitoring, Insights and Continuous Improvement**

- Lead development and implementation of national monitoring, reporting and evaluation frameworks
- Strengthen data capture, analysis and use of whānau voice to inform priorities and service design
- Provide insights and recommendations to regional and national leaders to improve consistency, quality and equity of delivery

### **Quality, Health & Safety**

- Maintain national standards for injury prevention content, practice and quality assurance
- Work with Community Services Managers to identify and manage risks associated with injury prevention activities, including child restraint installation
- Manages own personal health and safety, and take appropriate action to deal with workplace hazards, accidents and incidents
- Ensures own and others' safety at all times and observe health and safety practices in all workplace activities
- Understands 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
- Complies with relevant safety legislation, policies, procedures, safe systems of work and event reporting
- Identifies 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 experience

- Tertiary qualification in nursing, child development, education, public health or a related field
- Significant expertise across key child injury prevention domains
- Minimum of three years experience leading injury prevention, public health or community-based programmes
- Experience in health or community service design and delivery
- Demonstrated experience building workforce capability and leading through influence

### Key competencies

- Strategic and system leadership
- Advocacy and policy influence
- Partnership and stakeholder leadership
- Data-informed decision-making
- Strong communication and facilitation skills
- Ability to lead in matrix and ambiguity-rich environments
- Continuous improvement mindset

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

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Role title

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Date

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Manager role

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Date