

POSITION DESCRIPTION

Position:	Kaitātaki Whakapā (Strategic Communications Lead – Healthy Families Whanganui, Rangitīkei, Ruapehu)	
Reporting to:	Kaihautū Waiora Whānau (Healthy Families Whanganui Rangitīkei Ruapehu Manager)	
Hours of work:	40 hours per week	
Direct Reports:	Nil	
Accepted by:	Signature:	Date:
<<NAME>>		

Position Summary

The Kaitātaki Whakapā is an influential, senior level position within the Healthy Families Whanganui Rangitīkei, Ruapehu team, and is responsible for providing strategic guidance and operational communication solutions to Kaihautū Waiora Whānau, Mātaiwhetu, and the Healthy Families WRR Strategic Leadership Group.

The Kaitātaki Whakapā is responsible for overseeing the design, development, and delivery of all communications, messaging, and public relations activity for Healthy Families WRR. Reporting to Kaihautū Waiora Whānau, the Kaitātaki Whakapā translates complex ideas into relatable language to effectively communicate achievements and successes of Healthy Families WRR.

The Kaitātaki Whakapā is:

- Experienced in the design, development and delivery of strategic communications activities that enhance and accelerate leadership, driving and supporting system-level change.
- Skilled at meeting the communication needs of a range of diverse audiences and stakeholders.
- Efficient and able to turn community level action into compelling stories of impact and success.
- Skilled in utilising a range of storytelling tools (and formats) producing various forms of media (video, photography, social) that inspire change or accelerate impact.
- Able to think at a strategic level, holding a strong awareness of the value of strategic storytelling.
- An experienced relationship manager, who is able to communicate their message in a clear and compelling way, in a variety of different contexts and settings.
- A politically savvy operator who can navigate the political context efficiently and identify risks and opportunities.

Key Relationships

To advance the Healthy Families NZ initiative, the Kaitātake Whakapā will form, leverage and support:

- **Kaihautū Waiora Whānau** by providing relatable, clear and compelling narratives that open doors, inspire and influence
- the **Prevention Workforce** by celebrating successes and telling champions and change makers' stories
- the **Strategic Leadership Group (SLG)** by identifying and connecting them to opportunities for action and influence to build the case for change, and provide key messaging
- the **Chair of the SLG** by providing messaging and information that supports them to clearly communicate the work in strategic forums
- the **National Team** (Ministry of Health) by undertaking a 'no surprises' partnership approach, and that all Healthy Families WRR communications reflect the kaupapa and direction of Healthy Families NZ and Te Oranganui.
- the **Te Oranganui** workforce by ensuring that all are aware of Healthy Families and how the whole organisation could be supporting this kaupapa

About Te Oranganui

Te Oranganui is an Iwi governed Health and Social Service Organisation. Established in 1993, Te Oranganui has eight service lines and covers the iwi boundaries of Ngāti Apa/Ngā Wairiki, Te Ātihaunui a Pāpārangi and Ngā Rauru Kītahi. The eight services are;

Te Waipuna:	Primary Health & Medical
Te Taihāhā:	Disability Support Service
Waiora Hinengaro:	Vocations, Mental Health and Addictions
Toiora Whānau:	Whānau and Community
Puawai Whānau:	Tamariki Services
Waiora Whānau:	Healthy Families
Whakahaumanu Mana Tāne:	Clinical Services Corrections
Te Taituarā:	Business Unit

Vision

Korowaitia te puna waiora, hei oranga motuhake mō te iwi

Mission statement

To empower whānau into their future

Values

<i>Tika</i>	Excellence in how we do things
<i>Whānau</i>	At the centre of everything we do
<i>Pono</i>	Act with honesty and integrity
<i>Mahitahi</i>	Committed to working together for the betterment of our Whānau, Hapū, Iwi and communities

[About Healthy Families NZ](#)

Our approach

Healthy Families NZ is a large-scale prevention initiative that brings community leadership together in a united effort for better health. It aims to improve people's health where they live, learn, work and play by taking a systems approach to the reduction of risk factors for major health loss and increasing equity.

The goal is for all New Zealanders to enjoy health promoting social and physical environments that enable healthy food and physical activity choices, being smokefree, drinking alcohol only in moderation and increasing mental health resilience and wellbeing.

Healthy Families NZ is a move away from disconnected, small-scale and time-limited projects and interventions, towards a whole-of-community approach that makes sustainable and long-term changes to the systems that influence the health and wellbeing of families and communities.

While the initial design for Healthy Families NZ drew on overseas models, Healthy Families NZ has been adapted, and continues to adapt, to reflect the unique context of New Zealand communities, and the special relationship between Māori and the Crown, including obligations under Te Tiriti o Waitangi. The Healthy Families NZ Principles include an explicit focus on equity, improving Māori health and improving health equity for groups at increased risk of chronic diseases.

Healthy Families NZ takes an innovative, system-building approach to prevention, including:

- Targeted community-level investment into the Building Blocks of a Prevention System;
- Bringing community leadership together in a united effort for better health;
- A dedicated prevention workforce who are embedded within their local community, driving and supporting systems change across the region;
- National level support and strategies to encourage a whole of system approach;
- Dedicated strategic communications functions across all locations, harnessing the power of storytelling to amplify the collective impact of the initiative, and accelerate activation at scale;
- Multi-year evaluation that identifies key themes, scalable initiatives, and builds a national picture of the progress and impact of Healthy Families NZ over time.

[About the Kaitātaki Whakapā role](#)

Purpose:

Kaitātaki Whakapā is part of the dedicated prevention workforce who are embedded within their local community, driving and supporting systems change across the Whanganui, Rangitīkei Ruapehu region. This position is a critical role within the Healthy Families WRR team and contributes to building healthier environments where people live, learn, work, and play by:

- Driving the development and delivery of the Healthy Families WRR strategic communications strategy, ensuring the appropriate use of media relations, digital and social media and other tactics that accelerate system level changes in Whanganui, Rangitīkei, Ruapehu and beyond;
- Providing communications counsel as required to Kaihautū Waiora Whānau, Mātaiwhetū, the Healthy Families WRR Strategic Leadership Group members and the Healthy Families NZ national team (Ministry of Health);

- Managing all Healthy Families WRR media engagement (both proactive and reactive);
- Leading the design and delivery of strategic communications for internal and external stakeholders, demonstrating the value of Healthy Families NZ's mahi to government, stakeholders and communities;
- Identifying and sharing stories of collective impact across the Healthy Families NZ national network to identify opportunities to connect and scale;
- Sharing and supporting other Healthy Families NZ locations and championing issues on behalf of the national network.

The Kaitātaki Whakapā provides high quality strategic communications to ensure compelling stories of impact and success are drawn from the work and shared across the network to influence systems change. This requires an understanding of a systems approach, and using a range of tools (including digital) to tailor and share messaging to a wide range of audiences.

This position is based in the Whanganui office and reports directly to Kaihautū Waiora Whānau. The Kaitātaki Whakapā works across the team and offers a different perspective/bird's eye view to tell a comprehensive story.

Accountabilities

As the Kaitātaki Whakapā for Healthy Families WRR you will:

- Manage and implement strategic communication activities on behalf of the Healthy Families WRR team to clearly articulate the achievements and learnings of the work
- Enhance collaboration across the Healthy Families WRR team to translate and communicate the successes and calls to action
- Drive collective impact by contributing to the design, development and delivery of a National Strategic Communications Plan (in partnership with the other Strategic Communications Managers from the Healthy Families NZ locations and the Healthy Families NZ national team from the Ministry of Health)
- Enhance locally led stories and change through creating digital and other forms of storytelling – video, photography, social, web etc
- Work alongside Healthy Families WRR team members to identify and tell stories of impact throughout the development and implementation of Healthy Families WRR initiatives
- Provide support to the Healthy Families WRR team to deliver evidence informed, authoritative and compelling stories of impact and success to demonstrate the success and engage stakeholders in this work
- Identify strategic communications and public relations opportunities for Healthy Families WRR to engage with diverse settings and sectors across Whanganui, Rangitīkei, Ruapehu regions and nationally
- Build strong relationships with key local media partners, and work proactively with partners to deliver media stories that showcase and amplify the work of Healthy Families WRR
- Arm the Kaihautū Waiora Whānau, Mātaiwhetū, members of the Healthy Families WRR Strategic Leadership Group and the national Healthy Families NZ team (Ministry of Health) with key messaging to champion the work of Healthy Families WRR

- Provide oversight of the team's internal and external communications and develop internal and external communications for a variety of platforms and prevention partners when necessary
- Ensure all communications and actions are inclusive of all cultural groups and community diversity, actively encourage community participation and empowerment with a genuine commitment to social justice, health equity and equality
- Proactively identify communications risks and opportunities, and ensure strategies to mitigate risk are acted on in a timely and appropriate manner.

As a member of Te Oranganui you will:

- Actively participate in Te Oranganui kaupapa activities including attending hui, karakia, whakawhanaungatanga, waiata sessions, organisational events etc;
- Uphold the principles of Whānau Ora – working across teams and functions; acknowledging the unique skills and abilities all kaimahi bring
- Ensure you maintain an accurate and up to date understanding of Te Oranganui policies and that you uphold these at all times;
- Ensure the health & safety of yourself as well as others in your working environment, upholding organisational health and safety policies and procedures at all times;
- Proactively promote Te Oranganui in a positive light in all activities
- Actively participate in ongoing professional development
- Maintain strict confidentiality at all times

As a member of the Te Oranganui Healthy Families WRR team, you will

- **Bicultural practice** - take a bi-cultural approach that acknowledges the special relationship with Māori under Te Tiriti o Waitangi and actively support Māori-led systems change.
- **Cultural competency** - work cross-culturally and to take a culturally centred and strengths based approach. Act in an inclusive manner with integrity to ensure all cultural groups and community diversity are empowered in the work through a genuine commitment for equity and equality.
- **Systems thinking and acting** - have an understanding of systems change and collective impact and utilise systems thinking tools and principles, and apply them to create large-scale change.
- **Relationship building and management** - enhance collaboration across the Healthy Families WRR team and the community through strong effective relationships and partnerships at all levels; forge useful partnerships with people across business areas, functions and organisations; build trust through consistent actions, values and communication; minimises surprises.
- **Workforce development** - actively contribute to the Healthy Families NZ network, workforce development and communities of practice to grow and share the way of working.

The above statements are intended to describe the general nature and level of work being performed by the job holder. They are not intended to be an exhaustive list of all responsibilities, duties, or skills required of the job holder. From time to time, personnel may be required to perform duties outside of their normal responsibilities as needed.

Key Selection Criteria

The ideal applicant will demonstrate the following key selection criteria:

Knowledge and skills

Healthy Families NZ Core Competencies		The role requires the following experience / skills
Building	Storytelling and communication	<p>Strategic communication management: Communicates strategically in multiple ways and translates complex ideas into clear and compelling narratives for both internal and external stakeholders.</p> <p>Can write for a range of audiences in a range of formats including messaging, briefing papers and process reports.</p> <p>Expertise in delivering on digital and written platforms: highly skilled in all forms and tools of communication such as video, photography, social, web and stakeholder engagement to be able to tell a compelling visual and written story.</p> <p>Arm the Kaihautū Waiora Whānau, Chair and Strategic Leadership Group members and the Healthy Families NZ national team (Ministry of Health) with key messaging.</p>
	Relationship building and management	<p>Strong relationship management skills and can forge functional relationships with media and key influencers to promote messaging.</p> <p>Able to tell a story people can engage with and see themselves in.</p> <p>Empathetic and able to listen and share stories of others.</p>
	Influencing	<p>Able to evolve and adapt messaging in response to feedback from stakeholders we aim to influence.</p> <p>Identify areas where SLG support and influence is needed.</p>
	Political Savvy	<p>Able to navigate the political context, structures and processes to share messaging.</p>
Leading	Collaborative Leadership	<p>Able to collaborate to share stories of success and linkages to build a collective story of Healthy Families NZ.</p>
	Adaptive Leadership	<p>Able to relate to others and can tell community champions and change makers' stories.</p>

Designing / Doing	Systems thinking and acting	Understands systems thinking and its application to health promotion; recognises components of a system and their interconnectedness; supports effective system communication and feedback.
	Co-design and design thinking	Understands how to communicate design led processes including new opportunities, failure and testing processes.
	Systems Intrapreneurship	Can help people understand the part they play in the Healthy Families NZ initiative and can unlock change through others.
	Data / Evaluation	Able to grasp complex information and stories from the workforce/initiative and can turn them into compelling stories.
Managing / Sustaining	Reflective practice	Critically reflects on self, team and the work and can adapt the work programme, processes and actions accordingly.
	Risk Management	Proactively identifies and manages any communications risks and issues and develops effective mitigations.
	Project Management	Proven track record in managing complex pieces of work and able to manage competing priorities well.
	Sustainability	Able to plan for long term impact and ensure action can be sustained without ongoing resourcing.

Personal Qualities

The Healthy Families NZ workforce are innovative and creative, and must exhibit the following mindsets and qualities:

- **People-focused:** Empathetic and supportive, act with integrity in all that you do. A personal commitment to social change and collaborate in positive and meaningful ways.
- **Action-oriented:** Curious, proactive and takes initiative; seizes opportunities and acts upon them; resourceful and learns by doing; takes responsibilities for own actions.
- **Adaptive:** Flexible and agile; open to new ideas; accepts changed priorities without undue discomfort; has an experimental mindset and recognises the merits of different options and acts accordingly.
- **Open and Courageous:** Seek diverse perspectives and value difference, comfortable in ambiguity, possess a growth mindset and courageous in actions.
- **Reflective and Strategic:** Can see the bigger picture through a bird's eye view and is able to respond in a strategic manner, critically reflective and can adapt activities to suit.
- **Cultural responsiveness:** Aware of the important place of indigenous leadership, strengthening relationships with mana whenua, and working within a bicultural context. Understands Māori, Pasifika and other community health priorities and needs; is comfortable working with diverse communities and knows when to seek support.

Qualifications / Experience

- A tertiary qualification in fields related to communications, public relations or marketing, or equivalent.
- Demonstrated leadership experience, developing and delivering strategic communications activities.
- Demonstrated experience using digital technology platforms and communicating effective storytelling methods.
- The ability to prepare high-level briefings (both oral and written).
- Proven ability to communicate key messages to a diverse audience (e.g. government officials, academia, business, sport, education, local government, and community leaders).

Physical Attributes – Administration/Management positions

- Occasional lifting up to 10 kg.
- Must be able to work in an office environment.
- Manual dexterity needed for keyboarding and other repetitive tasks.
- Sitting for extended periods of time
- Hearing and speech sufficient to communicate with others enabling direct and telephone communication
- Visual ability sufficient to read accurately, write/record in a legible manner and perform normal duties of this position.

Other requirements of this position:

- Current clean, NZ full driver's license
- Ability to pass Te Oranganui's background checks
- To be considered you must have the right to live and work in New Zealand.