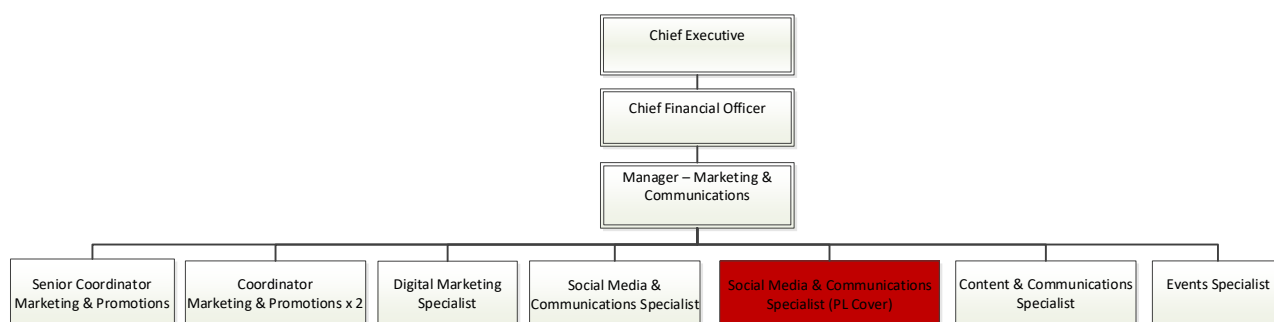


Job Description

Position Title	Social Media and Communications Specialist	Team/School:	Marketing Department
Position Holder		Date	April – November 2025
Reports to	Manager – Marketing and Communications	Location	Whakatāne
Agreed By (Please Sign)	Position Holder		
	Manager/Team Leader		Date
	HR Manager		Date



STATEMENT

The Wānanga:

- is firmly committed to the principle of equal opportunity for all, and recognizes the need to give practical effect to such responsibilities both as an employer and as an educational provider.
- provides a supportive, safe and healthy environment which is conducive to quality teaching, research and community service.
- is committed to providing a workplace free from harassment.

PURPOSE OF POSITION

The Social Media and Communications Specialist manages our social media channels, creating content plans to align with campaign and communication objectives. They create content on a daily basis, capturing both real time stories and delivering brand building content. They work closely with the Content and Communications Specialist to deliver stakeholder communications and take a lead on video content creation and graphic design to support marketing and communication plans. This is a parental leave cover position.

DIMENSIONS AND AUTHORITY

Staff Nil

Financial: Nil

KEY RELATIONSHIPS

Internal

Chief Executive
 Executive Director – Strategy (CE Office)
 Specialist – Communications (CE Office)
 Executive Leadership Team and other
 Academic Lead Team
 National Programme Coordinators
 Other Marketing Department Staff
 Corporate Registry Lead Team
 All Staff

External

External Communication Networks, Media
 Community stakeholders

 Community stakeholders
 Government agencies
 Non-Government organisations

 NGO's

KEY RESULTS AREAS

The role of Specialist - Communication encompasses the following major functions or Key Result Areas:

1. Cultural integrity
2. Social media planning and delivery
3. Content creation
4. Stakeholder communications
5. Communications liaison
6. Relationship building
7. Team and personal effectiveness
8. Effective communication and client focus
9. General requirements of all Wānanga employees

Key Result Areas What am I meant to do?	Key Performance Indicators How do I know I'm successful?
<p>KRA 1: Cultural integrity</p> <ul style="list-style-type: none"> • Demonstrate commitment to the Vision, Mission and Values of Te Whare Wānanga o Awanuiarangi. 	<ul style="list-style-type: none"> • Champion Ngā Uara (values) and their application throughout the organisation, leading by example. • The principles of tika, pono and aroha guide the actions of all staff in everything they do. • Support Marketing Department and Executive Office organisational hui and events as required. • Evidence of proactive contribution is witnessed by manager, peers and staff. • Reputation of TWWoA is upheld at all times.

<p>KRA 2: Social media planning and delivery</p> <ul style="list-style-type: none"> • Develop social media plans aligned to Marketing and Communication strategy and in support of TWWoA values and brand • Consider and adapt content to the needs of different social media channels • Contribute to delivering crisis communications as needed 	<ul style="list-style-type: none"> • Communications align with the mission, vision and values of TWWoA and with the overall marketing and communications strategy • Knowledge and understanding of TWWoA increases within target communications markets
<p>KRA 3: Content creation</p> <ul style="list-style-type: none"> • Produce video, image-led and short form written content on a daily basis to deliver social media plans • Create opportunities to share stories about TWWoA, its staff programmes and alumni • Liaise with executive office, marketing team and HOS to identify and act on content opportunities for key events, visits, awards etc. • Create video content for other channels, including website, marketing campaigns, campus screens and other promotional opportunities 	<ul style="list-style-type: none"> • Social media engagement (followers, likes, shares, comments, web clicks) increases • Become a recognised point of contact for any staff with a good story to share • Help ensure all content created by TWWoA is to a high standard • Video story telling becomes a key asset in our marcomms toolkit
<p>KRA 4: Stakeholder communications</p> <ul style="list-style-type: none"> • In partnership with the Content and Communications Specialist, create communications plans to support our objectives across a range of key audiences including staff, alumni, business and iwi • Deliver social media and video content in a way best aligned to the needs of each audience • Monitor impact of communications and adapt plans as necessary 	<ul style="list-style-type: none"> • Regular communications are delivered in line with plans • Effectiveness of communications is evidenced through feedback
<p>KRA 5: Communications liaison</p> <ul style="list-style-type: none"> • Assist the Chief Executive, CEO Office and Marketing and Communications Manager to foster relationships with communications advocates, both internally and externally • Provide communications support for project and event plans 	<ul style="list-style-type: none"> • Attendance at key events • Invited to join organisational project teams to provide social media and communications input
<p>KRA 6: Relationship building</p> <ul style="list-style-type: none"> • Develop and maintain effective relationships across all areas of the organisation to build understanding of operational requirements. • Ensure formal and informal contact with all employees is maintained. • Develop communications to build and maintain TWWoA's relationships with media, iwi, government and other stakeholders 	<ul style="list-style-type: none"> • Effectiveness of relationships is evidence through feedback. • Positive perception of TWWoA grows within key markets as a result of effective communications

<p>KRA 7: Team and personal effectiveness</p> <ul style="list-style-type: none"> • Shares knowledge and ideas with wider team. • Provides relief to team members during leave or peak workload. • Documents critical functions within areas of responsibility. • Where appropriate carries out co-ordination duties effectively and efficiently. • Continual updates own knowledge and skills relating to technology, administrative systems and other related to the position. 	<ul style="list-style-type: none"> • Team are supported as required. • Feedback evidences good communication is fostered with the team and other staff members. • Work processes are updated on an annual basis. • Professional development and training is undertaken as required.
<p>KRA 8: Effective communication and client focus.</p> <ul style="list-style-type: none"> • Effective communication channels are established in order to influence quality thinking internally and externally, advocate across stakeholder organisations, work with agencies and other external organisations to contribute to the Quality Improvement way of working. 	<ul style="list-style-type: none"> • Effective communication with stakeholders. A strong customer focus in maintained.
<p>9. General Requirements of all Wānanga Employees</p> <ul style="list-style-type: none"> • Possess a student-centric work ethic. Actively seek to provide the best possible service to our students; • Promote the Wānanga as a positive and dynamic learning environment; • Commit to providing quality education; • Strive for high student retention and success; • Be culturally aware; • Participate in the Wānanaga appraisal process; • Improve and develop yourself through training and professional development opportunities; • Meet your obligations under the Health and Safety at Work Act 2015 by; <ul style="list-style-type: none"> ○ Being responsible for maintaining a safe and healthy workplace ○ Following health and safety rules, policies and procedures, ○ Reporting accidents, injuries and unsafe equipment, practices or conditions ○ Taking reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety of others. • Under the Public Records Act 2005, everyone working within Te Whare Wānanga o Awanuiārangi is responsible for creating and maintaining full and accurate records of the activities of the organisation, carried out within established records management guidelines. • Undertake any other key duties as agreed with your Manager. 	

The responsibilities and expectations outlined in this job description may after consultation vary from time to time according to the needs of the organisation, Executive Lead Team, and the clients of Wānanga. Instructions for any variances will be communicated by the Chief Executive.

Person Specification

Technical/Professional Qualification	
Essential	Desirable
<ul style="list-style-type: none"> • A relevant tertiary qualification at degree level and/or equivalent relevant work experience. • A current, unrestricted private motor vehicle licence. 	
Experience	
<ul style="list-style-type: none"> • Previous experience in a similar position and/or experience engaging with community, iwi, or schools. • Experience in a communications leadership role • Experience building whanau, hapū, iwi, and community networks. • Experience developing and delivering social media plans • Experience with and understanding of digital platforms • Organisational and planning skills. 	<ul style="list-style-type: none"> • Knowledge and relevant experience in the Tertiary sector preferred. • Understanding of marketing operations ideal
Skills and Attributes	
<ul style="list-style-type: none"> • Te Reo Māori skills to at least intermediate and a commitment to improving Te Reo Māori skills • Understanding and knowledge of Tikanga Māori and its application in a kaupapa Māori and tertiary environment. • Excellent written communication skills and the ability to adapt content to the needs of different channels and audiences • Ability to recognise and share a good story • Public speaking and presentation skills using a range of media. • Proven ability to use Microsoft Office suite to at least intermediate level and experience using databases, and social media tools. 	<ul style="list-style-type: none"> • Te Reo Māori fluency preferred/or a willingness to move toward fluency.
Competencies	
<p>Values Alignment Aligning personal values with organisational values. Modelling commitment to organisational values. Identifying and committing to personal goals, aspirations, and values, and integrates these into practice.</p>	<ul style="list-style-type: none"> • Examines and clarifies personal values and behaviours • Communicates and models organisational values • Uses organisational values in decision-making • Manages own personal development and learning

<p>Tauira/Customer Service Proactively develops student/customer relationships by making efforts to listen to and understand the tauira/customer (both internal and external); anticipating and providing solutions to tauira/customer needs; giving high priority to tauira/customer satisfaction.</p>	<ul style="list-style-type: none"> • Focuses on tauira/customer needs and meets or exceeds their requirements • Clarifies tauira/customer needs • Confirms satisfaction • Listens and empathises • Develops approaches that provide total solutions for tauira/customers
<p>Work Standards Setting high goals or standards of performance for self and organisation; being dissatisfied with average performance; self-imposing standards of excellence rather than having standards imposed by others</p>	<ul style="list-style-type: none"> • Sets high performance standards • Emphasises high standards to others • Shows pride when standards are met • Shows dissatisfaction with substandard performance
<p>Interactions Building positive relationships. Appreciating the value to be gained from diverse groups of people and perspectives. Expressing ideas and feelings effectively in written, interpersonal and group situations. Treating everyone with respect and dignity.</p>	<ul style="list-style-type: none"> • Establishes and maintains networks that bring value to work processes. • Builds rapport through listening and empathy. • Communicates clearly and succinctly. • Adapts to and works effectively in a variety of situations, with individuals and groups. • Facilitates group interactions to meet agreed objectives and targets. • Is honest and open when expressing your opinion – is assertive. • Acknowledges the value of intuition when considering responses. • Respects and values others' ability to contribute.
<p>Decision Making Demonstrates an ability to contribute towards timely decision making while looking at the long term effects.</p>	<ul style="list-style-type: none"> • Contributes effectively to team decision making. • Considers the potential effects alternative solutions may have. • Makes timely decisions. • Makes decisions that are consistent with the organisations policies and procedures.
<p>Problem Solving Demonstrates an ability to focus on and to solve straight forward problems.</p>	<ul style="list-style-type: none"> • Focuses on the problem and asks relevant questions to obtain useful information. • Solves straight forward problems. • Advises management of potential problems.
<p>Attention to Detail Accomplishing tasks through concern for all areas involved, no matter how small; showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time.</p>	<ul style="list-style-type: none"> • Clarifies details of tasks • Completes all details • Checks outputs for accuracy and completeness • Follows established procedures • Maintain checklist to cover details

<p>Results Orientation</p> <p>Establishing a course of action individually or with a team to accomplish specific goals which are challenging and beyond current expectations. Working with team members to plan their assignments and appropriate allocation of resources. Establishing procedures to analyse and monitor the results of delegations, assignments or projects</p>	<ul style="list-style-type: none"> • Sets clear, challenging accountabilities and performance objectives and measure the results • Commits to action individually, or in the team
<p>Technical/Professional Knowledge</p> <p>Having achieved a satisfactory level of technical and professional skill or knowledge in position-related areas; keeping abreast of current developments and trends in area of expertise.</p>	<ul style="list-style-type: none"> • Understands technical terminology and developments • Knows how to apply a technical skill or procedure • Knows when to apply a technical skill or procedure • Performs complex tasks in area of expertise

TE WHARE WĀNANGA O AWANUIĀRANGI - VISION, MISSION AND VALUES;

VISION

Rukuhia te Mātauranga ki tōna hōhonutanga me tona whānuitanga. Whakakīia ngā kete a ngā uri o Awanuiārangī me te iwi Māori whānui ki ngā taonga tuku iho, ki te hōhonutanga me te whānuitanga o te mātauranga kia tū tangata ai rātou i ngā rā e tū mai nei.

Pursue knowledge to the greatest depths and its broadest horizons. To empower the descendants of Awanuiārangī and all Māori to claim and develop their cultural heritage and to broaden and enhance their knowledge base so as to be able to face with confidence and dignity the challenges of the future.

MISSION

Ū tonu mātou ki te whai ki te rapu i te hōhonutanga o te mātauranga kākanorua o Aotearoa, kia taea ai te kī, ko wai anō tātou, me te mōhio ko wai tātou, kia mōhio ai nō hea tātou, me pēhea hoki tātou e anga whakamua.

Parau ana tēnei ara whaingā, hei whakapūmau anō i te tino rangatiratanga, hei taketake ai te ihomatua Māori me ōna tikanga kia ōrite ai te matū ki ngā mātauranga kē.

Koia rā ka tū pākari ai, tū kotahi ai hoki me ngā iwi o te ao tūroa. Koia nei te ia o te moemoeā me ngā tūmanako o Te Whare Wānanga o Awanuiārangī.

Haere mai... Me haere tahi tāua.

We commit ourselves to explore and define the depths of knowledge in Aotearoa, to enable us to re-enrich ourselves, to know who we are, to know where we came from and to claim our place in the future.

We take this journey of discovery, of reclamation of sovereignty, establishing the equality of Māori intellectual tradition alongside the knowledge base of others.

Thus, we can stand proudly together with all people of the world. This is in part the dream and vision of Te Whare Wānanga o Awanuiārangī.

VALUES

Manaakitanga: To respect and care for students, our manuhiri, our communities and each other.

Whanaungatanga: To value all relationships and the kinship connections with our students, our communities and each other.

Kaitiakitanga: To ensure the ongoing sustainability of our organization and to protect and support the unique obligations we have to Ngāti Awa, Mataatua and wider whanau, hapu and marae.

Pūmautanga: To commit to excellence and continuous improvement in everything we do.

Tumu whakaara: To inspire and ethically lead through example and outstanding practice.

BACKGROUND

Te Whare Wānanga o Awanuiārangi is a vibrant and exciting tertiary education institution providing a dynamic learning environment where students can discover their own potential for educational success.

Our programmes are designed to ensure academic excellence – we benchmark our programmes against those of other similar institutions and to ensure that high standards of scholarship are maintained. As we lift our research capacity, ongoing programme re-development will be informed by best practice.

As a Wānanga, Te Whare Wānanga o Awanuiārangi is charged with delivering tertiary programmes grounded in Kaupapa Māori and Āhuratanga Māori. This means that Māori knowledge and practices are central components to the academic programmes, engagement in PLD projects, teaching delivery and student experiences.

Tikanga Māori and Te Reo Māori are central to the way in which we operate and are reflected across Te Whare Wānanga o Awanuiārangi in our programmes and practices. While some of our programmes have a high level of Māori language emphasis, others are designed to support new and emerging language learners.

Te Whare Wānanga o Awanuiārangi further provides programmes that are portable and transferable both nationally and internationally. Therefore, it is important that we explore and integrate the world view of both Māori and other indigenous peoples and engage in and critique the world views of others.

Transformative approaches to educational achievement are a cornerstone of our broad and unique programme offerings, as we focus on providing an education that will encourage and support community development and growth, enable educational portability for our students both within Te Whare Wānanga o Awanuiārangi and the wider tertiary sector.

Operations are based at four locations – Whakatāne, Tāmaki Makaurau (*Auckland*), Whangarei and Wairoa. We also engage marae and secondary schools across Aotearoa.

Marketing Team

The Marketing team provides integrated marketing and communications strategies and solutions to assist Awanuiārangi in reaching its strategic goals. The marketing team is based in Whakatāne and is responsible for a diverse range of marketing activities including:

- **Production of corporate and marketing publications**, including the facilitation of graphic design, web administration, copywriting, photography and more
- **Student recruitment** through integrated on and offline marketing campaigns, promotions, events and other stakeholder liaison work
- **Support public relations, reputation management & media relations** through a proactive approach and commitment to telling our stories and communicating our distinctive identity.
- **Corporate event management and sponsorships**