**Media & Digital Advisor**

**Kaitohu Matihiko me te Pae Tuku Kōrero**

Position Description

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| Team/Unit | Engagement Rōpū |
| Reports to | Communications Team Leader | Kaiarahi Pae Tuku Kōrero |
| Location | Wellington / Auckland |
| Salary Band | 3B |
| Direct Reports | nil |
| Approved by | Tatau Uruora | Chief Executive KāwantangataTatau Urutahi | Chief Executive Tino Rangatiratanga |
| Date Approved | 14/08/2024 |

**Ko wai mātou |About Human Rights Commission**

Te Kāhui Tika Tangata is Aotearoa New Zealand’s national human rights institution, accredited A status under the Paris Principles that internationally set the standard for NHRIs. The Commission was created in 1977 and is enabled by the [Human Rights Act 1993](http://www.legislation.govt.nz/act/public/1993/0082/latest/DLM304212.html) to protect and promote human rights in Aotearoa. We operate independently of Government as an Independent Crown Entity however we are funded through the Ministry of Justice and are accountable as such for the use of public funds.

It is a privilege to be part of the human rights movement. People are counting on us to ensure their lives are better. But it is also a time when rights are not always easily understood or respected. It is work that comes with obligation and a responsibility to Aotearoa to ensure rights and standards enshrined in domestic and international law are upheld.

We are committed to supporting a life of dignity for all, and to becoming a Te Tiriti based organisation tauira and human rights exemplar. As part of Te Kāhui Tika Tangata’s transformation, we aim to ensure that all four articles of Te Tiriti o Waitangi are upheld at every level of the organisation and in all our activities. Our expectation is that all individuals and teams have an important role in contributing to this journey and to be nimble, focused and coordinated for collective impact.

**Ō mātou uara I Our values**

Our values guide how we behave as an organisation and as individuals to achieve our mission:

* Mana tangata – human dignity
* Māia, tika, pono – courage and integrity
* Whanaungatanga – relationships

**Mō tō mātou rōpū I About the team**

The Engagement rōpū is focused on public-facing engagement and ensuring impact on our strategic pieces of work to realise changes in people’s lives, changes in attitudes and changes in policy, legislation or practice. The work of the rōpu is aligned to the Commission’s strategic plan and is multifaceted including advocacy, stakeholder engagement, public consultation, research and communications. The rōpū comprises of three areas focused on collective impact: advisory support for commissioners; research and engagement; and communications and media.

* The **Commissioner Support team** provides expert support for our Commissioners when they’re advancing strategic aims, publicly appearing on issues and engaging with the community.
* The **Research and Engagement team** supports the production of commission research, consultation with the public and strategic education and/or advocacy.
* The **Communications and Media team** support the Commission’s external communication work and ensure that our priority work is strategically promoted to reach appropriate audiences and achieve progress for our goals.

Throughout each year, all of the teams will be expected to contribute to the statutory obligations of the Commission including designing strategy, business planning, quarterly and annual reporting or other needs as they arise.

**Tēnei Tūranga I About the role and purpose**

As a member of the Communications and Media team, the **Media & Digital Advisor** provides digital and media management support to Commissioners and staff to actively develop and support implementation of the Commission’s engagement strategy.

TheMedia & Digital Advisor has dual accountability, primarily for digital work as well as broad communications work. They ensure a strategy for digital channels that aligns with the broader engagement aims of the Commission, ensures regular and timely content, and manages supplier relationships in the digital space.

They implement an engagement-based approach (with an emphasis on accessibility) to the Commission’s digital and social media products and channels to enhance the impact of our communications.

**Mahi ngātahi I working relationships**

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| **Internal** | **Nature of the relationship** |
| Manager | * Seeks direction and guidance on the delivery of the work programme, key milestones, risks and mitigations
* Seeks guidance on process, individual development and management support
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| Other team members | * Collaborates with and works on deliverables and/or projects
* Shares information
* Engages and connects with others, listens and communicates tactfully
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| Internal stakeholders | * Kāwanatanga and Tino Rangatiratanga Leaders
* Commissioners
* Waihanga Maramatanga Leadership Team
* All teams in Te Kāhui Tika Tangata
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| **External relationships** | **Nature of the relationship** |
| Tangata whenua | * Iwi/Māori community leaders, panels, kaumātua, Māori media
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| External stakeholders | * Mainstream, specialist and community broadcast (TV and radio) and print media
* Communications personnel in other organisations
* Senior leaders and officials and their direct reports (key decision makers and influencers) of ministries and government agencies
* Senior leaders and managers and their direct reports (key decision makers and influencers) of civil society organisations (and their direct reports)
* Key influencers and decision makers in the human rights sector.
* Special interest groups and partners
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**Ngā Haepapa I Accountabilities**

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| --- | --- |
| Priorities | **Provides expert advice and services** * Provides broad communications support to the Commission and Commissioners including traditional media management, content creation and messaging support
* Supports the Team Leader and the Head of Engagement with devising appropriate channel management strategies to reach the Commission’s priorities
* Implements the strategic engagement aims of the Commission via digital channels, leading on accessible and appropriate content creation and audience management
* Facilitates reputation management through digital channels and scans for potential public relations risk in online spaces
* Contributes to responsive activity to raise the Commission’s participation in public debate
* Supports Commissioners in public engagements involving the media
* Provides media management and coordination within and outside of standard working hours

**Manages stakeholder relationships** * Liaises with journalists and content creators in news organisations throughout the country, providing assets, information, contacts or statements as appropriate

**Monitors impact*** Ensures appropriate reporting on relevant engagement metrics (including on accessibility) for the use of the Head of Engagement
* Monitors and records the Commission’s presence in the media and human rights and harmonious relations issues relevant to the Commission
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| Te Tiriti o Waitangi and Equity | * Supports Te Kāhui Tika Tangata’s transformational journey towards being a Tiriti-based national human rights institution, working with colleagues to promote and deliver on the human rights dimensions of Te Tiriti o Waitangi while striving to uphold all four of its articles
* Applies knowledge of Te Tiriti o Waitangi and its application in our organisation to all work practices
* Attends appropriate Te Tiriti o Waitangi education
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| Other duties | * Undertakes any additional duties as reasonably required by the Communications Team Leader
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**Kaitohu Matihiko me te Pae Tuku Kōrero | Media & Digital Advisor**

**Ngā Āheinga I Capabilities**

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| Qualifications and training | * A relevant University degree, professional qualification or equivalent experience (professional qualification in media, communications, social marketing, design, or multi-media production preferred)
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| Security clearance | * Criminal Conviction Check - Ministry of Justice
* Serious Misconduct Check – Public Service Commission model standards assurance
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| Experience and skills | * Strong interest in current affairs and good understanding of media relations on a regional, national and international level
* An ability to develop digital strategies that influence the attitude of key stakeholders and audiences towards human rights issues
* Experience in development and implementation of media strategies, plans and advice
* Proven ability in social media and CMS management and development of media materials including graphic design assets, video, photography, articles, interviews, media briefings or background information
* Strong understanding of visual best practice for effective digital communications, including design and image choices
* Is conversant with applications required for specific discipline/role, including the Microsoft Office suite, a standard CMS, all popular social media platforms, and third-party editing and management apps.
* A good understanding of human rights and harmonious relations issues and community attitudes to human rights and harmonious relations
* An understanding of, and an ability to effectively operate in, the dynamic and challenging political environment in which the Commission operates

**Analysis*** Think analytically, conceptually and laterally
* Makes links between diverse pieces of information
* Can recognise the detail and the big picture of issues or pieces of work

**Communication and influence*** Employs clear and effective two-way communication, spoken and written, with a wide range of people and in all situations, in order to listen to persuade, and to influence others

**Building and sustaining relationships*** Establishes and maintains positive relationships with colleagues and stakeholders internally and externally

**Adaptability and innovation*** Demonstrates a innovative approach to problem solving and decision making with a capacity to develop and deliver effective solutions
* Recognises the need to be nimble and iterative to achieve progress in a changing environment
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| Personal commitment and integrity | **Commitment to Te Tiriti o Waitangi and human rights*** Demonstrated commitment of / or experience working in a Tiriti context and understanding of Te Tiriti relevance to the work of the Commission
* Demonstrates personal commitment to human rights and harmonious relations

**Conduct*** Understands the role and nature of a national human rights institution and the conduct required of its members
* Displays the highest standards of personal and professional behaviour
* Models behaviours consistent with the Commission’s values and holds others accountable for those behaviours
* Displays a high degree of consistency in personal behaviour with a reputation for absolute trustworthiness
* Proven record of confidentiality, discretion and judgment
* Demonstrates commitment to continual personal development

**Wellbeing, Health and Safety*** Advocates, supports and ensures compliance with the requirements of the Health and Safety at Work Act 2015
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**As a Public Servant**

Mahi tōpū ai ngā Kaimahi Tūmatanui e whai tikanga ai te noho a ngā tāngata o Aotearoa. Hei tā te Public Service Act ko te pūtake o ngā Kaimahi Kāwanatanga, ko te tautoko i te kāwanatanga whai ture me te kāwanatanga manapori; ko te āwhina i te Kāwanatanga o te wā nei me ō anamata ki te whakawhanake, ki te whakatinana hoki i ā rātou kaupapa here; ko te tuku i ngā ratonga tūmatanui e nui ana te kounga, e nahanaha ana anō hoki; ko te tautoko i te Kāwanatanga e tūroa ai te whai oranga o te marea; ko te huawaere i te whai wāhitanga o te kirirarau ki te ao tūmatanui me te whakatutuki i ngā mahi i runga i tā te ture i whakahau ai. E hiranga ana te wāhi ki a mātou ki te tautoko i te Karauna i ana hononga ki ngā iwi Māori i raro i te Tiriti o Waitangi. Ahakoa he nui ngā momo tūranga mahi, e tapatahi ana ngā kaimahi tūmatanui i roto i te whakaaro nui ki te hāpai i ngā hapori, ka mutu, e arahina ana ā mātou mahi e ngā mātāpono matua me ngā uara o ngā Kaimahi Tūmatanui.

The public service works collectively to make a meaningful difference for New Zealanders.  The Public Service Act states that the purpose of the public service is to support constitutional and democratic government, enable both the current Government and successive governments to develop and implement their policies, deliver high-quality and efficient public services, support the Government to pursue the long-term public interest, facilitate active citizenship and act in accordance with the law.  We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi and te Tiriti o Waitangi.  Whilst there are many diverse roles, all public servants are unified by a spirit of service to the community, and guided by the core principles and values of the public service in our work.