**Senior Communications and Media Advisor**

**Kaitohu Matua 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 | Band 4B |
| Direct Reports | nil |
| Approved by | Tatau Uruora | Kāwanatanga LeaderTatau Urutahi | Chief Executive Tino Rangatiratanga |
| Date Approved | September 2025 |

**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 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 focuses on three areas of collective impact: advisory support for commissioners; research and engagement; and communications and media.

Within the Engagement Rōpū 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 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 Senior Communications and Media Advisor supports the Commission’s strategic goals by developing effective communications with the Commission’s stakeholders and audiences.

The Senior Communications and Media Advisor develops and implements creative and influential communications strategies and tactics, manages media inquiries, and supports the Commissioners, and the Commission’s senior leadership and staff to help influence positive changes to human rights outcomes in Aotearoa, with a particular emphasis on Tangata Whenua. The relationship with the Commission’s Ahi Kaa team is pivotal in this.

The team’s communications strategies and activity promote understanding of, and engagement with, the work of the Commission, to influence positive human rights outcomes nationally.

**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
* Urungi 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 | * Senior leaders, officials and their direct reports (key decision makers and influencers) of government agencies, Local Government, and Civil Society organisations
* Other key influencers and decision makers in the human rights sector
* Special interest groups and partners, Māori, Pasifika and other ethnic groups, media and businesses
* Media
* External suppliers in print and digital media, communications and marketing
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**Ngā Haepapa I Accountabilities**

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| Priorities | **Provides expert advice and services** * Proactively develops and implements strategies for engaging with key stakeholders and growing the Commission’s audiences
* Delivers communications which enhance and protect the Commission’s reputation and drive achievement of the Commission’s objectives
* Manages media inquiries, identifies potential issues and develops plans to mitigate these
* Provides strategic communications leadership, expertise and professionalism (in areas of designated responsibility) which are aligned with and support the Commissioners’ work and advocacy programmes and the Commission’s overall strategic focus
* Develops communications plans and strategies
* Account manages communications that support Commissioners’ work with Commissioners’ kaimahi
* Provides timely, relevant and practical communications advice and tools to Commissioners, managers and staff of the Commission
* Produces high-quality, accessible and engaging content for a range of media and channels including op-eds, speeches, social media, newsletters and media
* Effectively identifies and utilises digital and social media channels to enhance the communications mix and impact
* Enhances the Commission’s participation in public debate through effective interventions and pro-active management
* Enhances organisational capability in effective communications with appropriate support and advice
* Provides coaching and mentoring support to more junior communications staff to ensure best quality advice to the Commission
* Own work tasks, as set out in the annual work plan or assigned by the direct manager
* Drives enhanced employee communication and engagement through the delivery of regular, creative and relevant material through innovative channels

**Manages stakeholder relationships** * Effectively communicates with external stakeholders and audiences, subject to the Commission’s communications objectives
* Receives on a rostered basis, members of the public who drop into the office with complaints and enquiries

**Monitors impact*** Ensures appropriate reporting on relevant engagement metrics, including on accessibility
* 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 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 Matua Pae Tuku Kōrero | Senior Communications and Media Advisor**

**Ngā Āheinga I Capabilities**

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| Qualifications and training | * A relevant university degree and/or professional qualification and five years’ minimum experience in a communications or public affairs role
* Familiarity with Te Reo Māori and knowledge of Te Ao Māori
* Familiarity with human rights issues and the human rights sector
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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 | * Experience and success in strategic communications planning and implementation to achieve business objectives
* Demonstrated leadership on strategic communications planning in a similar environment (commissioners and senior leadership), internal communications design and contractor management
* Excellent written, oral and presentation communication skills
* Advanced collaborative and agile partnering, stakeholder management and influencing skills
* Knowledge of central government functions and a good understanding of government and community attitudes to human rights and harmonious relations
* Proven ability to influence and effect change through advocacy and campaign strategy development
* Skilled reputation management
* Has successfully worked independently and managed deadlines
* Conversant with applications required for specific discipline/role, including the Microsoft Office suite and the relevant database and media applications

**Analysis*** Thinks 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.