

POSITION DESCRIPTION

Communications Adviser – Digital | Kaiārahi Whakawhitiwhiti Kōrero – Matihiko

Mahia te mahi hei painga mō te iwi (Do the work for the benefit of the people) — Te Puea Hērangi
He Toi Whakairo, He Mana Tangata (Where there is artistic expression, there is human dignity)

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| Team: | Communications Strategy & Engagement |
| Reports to: | Communications Manager |
| Number of Direct Reports: | N/A |
| Location: | Wellington / Auckland / remote |
| Job Band: | 4 |
| Date: | November 2023 |

About Creative New Zealand | Toi Aotearoa:

Creative New Zealand (CNZ) is the national arts development agency of Aotearoa. We believe the arts and creative sector is an integral thread in our national fabric and by supporting those involved, we are delivering long-term value to New Zealanders. Our support for the development of the New Zealand arts sector is provided primarily through our funding programmes. We also deliver a range of programmes to build the capability of artists and arts organisations, and we advocate for the arts.

Our vision is for ‘Dynamic and resilient New Zealand arts, valued in Aotearoa and internationally’.

Our purpose is to ‘Encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders’.

In carrying out our mahi we recognise:

- in the arts the role of Māori as tangata whenua
- the arts of the Pasifika peoples of New Zealand
- the cultural diversity of the people of New Zealand.

About the Team:

The Strategy & Engagement group (within which the Communications team sits) manages communications with the media and other stakeholders, develops and manages digital and social media, initiates and implements advocacy initiatives, produces publications, and provides information to the arts sector and the public across the broad range of CNZ’s activities. The group also manages government relations, including strategy and accountability documents, public and government requests for information, business planning and reporting, and both governance and arts policy.

About the Role:

CNZ exists to support and advocate for our country's incredible storytellers – our artists and creatives. Digital and visual storytelling is important to us, and we want to do better in this space. We want to better utilise digital channels, balance written and visual content, be accessible to all New Zealanders, and genuinely connect with the diverse communities we engage with through the channels and platforms they use.

The Communications Adviser – Digital will collaborate with their Communications teammates and wider work whānau to deliver varied and high-quality mahi across our various digital channels. They will work across the full range of CNZ projects and initiatives, planning and executing a programme of content, across multiple channels. The person in this role will work with others to ensure that our information is authentic, accessible, accurate and well presented for the diverse communities we engage with – using channels and platforms relevant to these communities.

Key Responsibilities:

1. Digital written and visual content creation and management

- Social media content (mainly Facebook and Instagram).
 - Create and manage a social media calendar to ensure we're planned and proactive.
 - Create, schedule and post content.
 - Create and manage targeted ads.
 - Monitor feedback across social media channels – removing abusive comments and 'trolls', responding and coordinating responses where needed.
- Upload and publish content on our website and intranet.
 - Use appropriate content management systems.
 - Feed into web development projects, eg our new integrated digital platform.
- Other content.
 - Edit video content.
 - Manage our YouTube and Vimeo channels.

2. Written and visual communication

- Produce material that is engaging, accessible and accurate.
- Edit and proof-read content for a range of channels and publications, with a focus on 'writing for the web'.
- Work with the Communications team to ensure quality control of all content – including brand standards, style guide requirements and accessibility standards.

3. Storytelling

- Work across the organisation to generate intranet content, identifying development areas.
- Manage the content for our monthly external e-newsletters.
- Oversee a 'calendar of events' for the organisation to strategically align positive messages, storytelling opportunities and advocacy opportunities with what's happening in the wider arts sector and the world.

4. Monitoring and reporting

- Regularly provide social media reporting across all projects.
- Work with others to gather website traffic reporting information, eg Facebook Pixel tracking and Google Analytics.
- Maximise our media portal and monitoring service, monitoring the success and reach of stories, as well as finding opportunities for storytelling and flagging these with the Communications Manager.
- Identify issues as they arise and communicate and manage them to minimise risk and maximise opportunities – a ‘no surprises’ approach.

5. Relationship building and management

- Build excellent relationships with content suppliers around the organisation.
- Proactively liaise with stakeholders to develop and maintain strong and positive working relationships.
- Demonstrate a solutions-based and constructive approach.

6. Cultural responsiveness

- All kaimahi are required to have the rights skills and attitudes and to:
 - commit to challenging ableist beliefs and actions; and
 - practice cultural safety to reduce bias and support equity in the work force.

7. Māori responsiveness

- Contribute to the development of CNZ’s responsiveness to ngā toi Māori (Māori arts).
- Actively ensure implementation of our Mātauranga Māori and Toi Aotearoa Kaupapa responsiveness into programmes and work as appropriate.
- Develop understanding and skills to work effectively with Tangata Whenua.
- Assist clients to improve their responsiveness to Tangata Whenua.

8. Pasifika responsiveness

- Contribute to the development of CNZ’s responsiveness to Pasifika.
- Actively ensure implementation of Pasifika responsiveness into programmes and work undertaken as appropriate.
- Develop understanding and skills to work effectively with Pasifika.
- Assist clients to improve their responsiveness to Pasifika.

9. Contribution to Creative New Zealand

- Contribute to the development of a high performing Communications team.
- Actively collaborate and cooperate across CNZ ensuring that the right people are engaged, involved and / or informed to get work done.
- Participate positively and actively in activities, meetings, planning activities and general group or team development.
- Encourage and demonstrate the active sharing of knowledge both within the group, and across CNZ.

In addition to performing the duties associated with the role, you’ll be expected to:

- Demonstrate a commitment to Te Kaupapa o Toi Aotearoa ('the Creative New Zealand Way'), an organisational culture development initiative that aims to lift Māori cultural capability across CNZ.
- Manage your own personal health and safety and take appropriate action to deal with workplace hazards accidents and incidents. This includes:
 - Displaying commitment through actively supporting all safety and wellbeing initiatives.
 - Ensuring your own safety and that of others at all times.
 - Complying with relevant safety and wellbeing policies, procedures, safe systems of work and event reporting.
 - Reporting all incidents/accidents, including near misses in a timely fashion.
 - Responding to reports and participating in investigations where necessary.
 - Participating in any agreed-on return-to-work programme after illness or injury.

Who you are:

- Someone with a background in social media, content management, communications/PR, or video editing – or someone with similar experience who can clearly articulate how they can bring their talents into this space to thrive.
- A strong team player who is solutions-driven, with the ability to think beyond constraints and focus on what is possible.
- Friendly, imaginative and positive, with the ability to take initiative.

What you bring:

- A relevant tertiary qualification (for example, marketing/digital marketing, communications, journalism, social sciences, media studies, arts management) or equivalent on-the-job experience.
- A proven track record of producing high quality, audience-focussed written and visual content for a range of channels and audiences – writing for the web and turning complicated text into more accessible text is a crucial part of this role.
- Strong experience using digital communication platforms such as social media, website and intranet content management systems, email marketing (Mailchimp), Dropbox, etc.
- Experience in managing social media across a variety of platforms, such as Facebook and Instagram.
- Basic to intermediate video editing skills are desirable, particularly with creating/editing in-house video.
- Basic to intermediate HTML skills, and some experience with CCS.
- Proven track record of establishing and maintaining relationships with a broad range of stakeholders.
- Ability to think methodically, establish and maintain sound processes and systems, and respond quickly to issues and requests.
- Exceptional time management, planning and organisational skills; good under pressure and managing multiple tasks and projects.
- Awareness of and respect for Tikanga Māori, along with an understanding of the principles and practice of the Treaty of Waitangi, and the implications of this for the work of CNZ.
- Microsoft Office skills.

Financial Delegations:

None.