

Position title:	Pūkenga Pāpāho - Maori Communications and Engagement Lead
Location:	Christchurch, Wellington or Auckland
Group:	Maori Impact
Reports to:	GM Maori Impact

POSITION PURPOSE

The wellbeing of whānau, hapū, iwi and other Māori communities is central to the future wellbeing of Aotearoa (New Zealand). ESR brings thought leadership to its key role in research, science and innovation that will deliver improved outcomes for Māori and we do this through our strategic initiative – He Putaiao, He Tangata.

He Pūtaiao, He Tāngata aims to drive three shifts in science investment by:

- Increasing the **relevance and involvement** of Māori in science and research.
- Growing **kaupapa Māori research** to develop Mātauranga Māori.
- Creating **new opportunities** through the meeting of Mātauranga Māori and western knowledge.

Valuing and combining Māori and western knowledge enables innovative science and research solutions that are uniquely Aotearoa New Zealand – increasing the wellbeing of our communities and the environment.

As our Communications and Engagement Lead in this work, you will contribute to the enhancement of ESR's reputation with Māori, the Public Sector, Media and Government by providing advice and support across ~~for~~ the planning, development and delivery of communications.

This role is a key link between the Māori Impact [Group/team](#) and the Communications team – you will provide strategic communications advice and support to the organisation. The ~~Lead~~ role will work in close collaboration with others in both teams to harness valuable customer insights and create impactful strategies that make a difference for New Zealand communities. In particular, this role will be critical in communicating how ESR is making impact and creating systemic change for, and with, Māori.

ABOUT ESR

ESR is a New Zealand Crown Research Institute that specialises in science relating to people and communities. It's our science that helps safeguard people's health, protect food-based economies, improve the safety of freshwater and groundwater resources and contributes expert forensic science to justice systems.

Our world-class knowledge, research and laboratory services help our partners and clients solve complex problems and protect people in New Zealand and around the world.

Our Purpose: To deliver enhanced scientific and research services to the public health, food safety, security and justice systems and the environmental sector and to contribute to the economic, environmental and social wellbeing of people and communities.

Our mission: Keeping communities safe, healthy and prosperous through smart and sustainable science.

Our Vision: ESR is a world leader in the science that keeps people safe, healthy and prosperous. Our customers regard us as a critical partner for their work and we are known for our service ethic. They seek us out for our innovative and high-quality science solutions and leading edge research. We are a magnet for talented people.

ESR Values:

- **Our team spirit** (*Mahi tahi*) *Great people working together as one team*
- **Our quality counts** (*Mahi rangatira*) *Standing out through our excellence and world class expertise*
- **We do the right thing** (*Mahi pono*) *Upholding integrity and independence no matter what*
- **We push boundaries** (*Mahi auaha*) *Meeting challenges with fresh thinking and creative approaches*

AREAS OF RESPONSIBILITY	
ACCOUNTABILITIES	DELIVERABLES
Advise the Maori Impact and Communications teams	<ul style="list-style-type: none"> • Provide timely and appropriate advice to the GM Māori Impact and the wider team including Communications.
Community and stakeholder engagement	<ul style="list-style-type: none"> • Understand best practice stakeholder engagement practices particularly in Māori engagement to guide and advise ESR teams. • Contribute advice, guidance and intelligence to staff to inform positive engagement with Māori, the wider community and other stakeholders • Contribute to the development and implementation of ESR's community engagement strategy
Reputation building and management	<ul style="list-style-type: none"> • Work with others to enhance the image and reputation of ESR and raise awareness of the company's capabilities in key areas of interest • Provide advice on managing issues and opportunities within the public sector, community and media landscape • Contribute to an effective proactive media programme to support outcomes and position, protect and profile ESR with identified audiences
Communications planning and delivery	<ul style="list-style-type: none"> • Develop and deliver innovative and effective communications and engagement strategies and plans • Project manage activities and events as required, to ensure all elements are delivered on time, on budget and to a high quality
Content development	<ul style="list-style-type: none"> • Develop effective, audience-centric content in collaboration with ESR staff and leaders • Select the most effective channels for telling ESR's story and achieving on its strategic priorities
Research, evaluation and reporting	<ul style="list-style-type: none"> • Draw on research, data and insights to craft content and strategies so that they have more impact on the target audiences • Set targets, evaluate work, report on progress
Health & Safety	<ul style="list-style-type: none"> • Take reasonable care to ensure that one's acts or omissions do not adversely affect the health and safety of oneself or others. • Be familiar with, comply and follow any reasonable instruction relating to ESR's Health & Safety policies, procedures and any relevant legislation and regulations • Actively participate in ESR Health & Safety processes and activities including, but not limited to, induction, training, risk management & reporting.
Information management	<ul style="list-style-type: none"> • Manage any information created or received in the course of ESR business in accordance with ESR's Information Management and Recordkeeping Policies, procedures and any relevant legislation.

KEY WORKING RELATIONSHIPS

Internal:

- Māori Impact Group
- Communications Manager and team
- SLT Members
- Science teams
- Other ESR staff

External:

- Media
- ESR customers and stakeholders
- Iwi, Māori organisations
- External suppliers
- Government agencies
- Community organisations

DELEGATED AUTHORITY

No financial delegations.

ESSENTIAL EXPERIENCE AND TECHNICAL SKILLS

Educational requirements	<ul style="list-style-type: none"> • A tertiary qualification, ideally combining communications with marketing, science, or related disciplines.
Skills, knowledge and experience	<ul style="list-style-type: none"> • At least five or more years' experience working in communications, public relations or a related field • Proven experience managing communications risks and issues • Proven experience in creating content of high quality with a strong audience focus • A creative approach to problem-solving and the ability to deliver to tight timeframes • Strong relationship-building skills and influencing ability • Ability to self-manage in a dispersed team environment and communicate successfully within this structure.

BEHAVIOURAL COMPETENCIES

BEHAVIOURAL COMPETENCY	FOCUS AREAS
Treaty of Waitangi /Te Tiriti o Waitangi	<ul style="list-style-type: none"> • Ability to support ESR to effectively implement the Treaty of Waitangi/Te Tiriti o Waitangi with regard to the New Zealand research, science and technology sector into its activities
Communication (organisational and client)	<ul style="list-style-type: none"> • Communicates appropriately, openly and effectively. • Wide knowledge of Te Reo Māori and Tikanga Māori and implementation of that within a Te Ao Māori setting.
Working in partnership	<ul style="list-style-type: none"> • Works well with colleagues inside and outside the team. • Looks beyond boundaries of own job to support others, sharing knowledge and contributing to a positive team spirit.
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Delivering a continually improving service	<ul style="list-style-type: none"> • Looks to contribute to new ways of working to continually improve the service.
Delivering the service	<ul style="list-style-type: none"> • Takes a methodical approach to work, prioritises tasks effectively, and consistently meets deadlines in order to provide an excellent service.
Innovation	<ul style="list-style-type: none"> • Has the ability to develop new methods and introduce new ideas.

	<ul style="list-style-type: none"> • Uses originality of thought and imagination.
Leading managing and implementing change	<ul style="list-style-type: none"> • Demonstrates a positive attitude to change and contributes to new ideas and improved ways of working.
Providing excellent customer service	<ul style="list-style-type: none"> • Maintains a professional approach and presents a positive image to internal and external people when representing self and ESR • Makes every effort to ensure the experience clients have of ESR is positive and productive.
Professional/technical knowledge	<ul style="list-style-type: none"> • Possesses credible technical knowledge and expertise relevant to the role, keeps this up to date and can apply and transfer this to the work programme and others.

This position description is subject to review from time to time.

A level of initiative and flexibility appropriate to the nature of the role is required, and as such the contents of this position description are not intended to be an exhaustive list of requirements.