



## Position description

### Kaitohu Mahi Pāpāho, Mahi Tauhokohoko Communications and Marketing Advisor

#### Te Rautaki a NZCER 2021–2025

Ko te kaupapa o te mātauranga, he whakatipu ākonga, he whakatinana i ngā pūmanawa, he hāpai hoki i te oranga nui o te hapori.

#### Te kaupapa

Ko te pūtake o tō mātou kaupapa, ko te 'whakaterere tōmua', arā, he kaiwhakaterere mātou e rapu ana i ngā ara hou. He whakaterere tōmua tā mātou mahi. Ko te pūtake o ā mātou mahi, he kimi i ngā ara e whiwhi ai ngā kaiako, ngā ākonga me ngā whānau ki ngā hua nui me ngā putanga whaihua o te ao mātauranga – mā te rangahau, mā ngā rauemi me ngā ratonga.

He umanga motuhake mātou i raro i te ture, e mahi ana mō te painga o te iwi whānui i te ao mātauranga.

I whakatūria te NZCER i te tau 1934 nā te pūtea tautoko o te Carnegie Corporation. I te tau 1945, ka tū mātou hei umanga motuhake i raro i te Ture o te New Zealand Council for Educational Research Act 1972. Koia nei ā mātou mahi i raro i te Ture: (a) He hāpai i ngā akoranga me te mahi rangahau e pā ana ki ngā take o te ao mātauranga, o ngā kaupapa whaipānga hoki, ā, me whakarite, me whakaputa hoki i ngā pūrongo e pā ana

#### NZCER Strategy 2021–2025

Education is about nurturing ākonga, realising potential, and helping communities thrive

#### Purpose

Our purpose centres on whakaterere tōmua / wayfinding. Whakaterere tōmua is our mahi. Our purpose—through research, resources, and services—is to find ways for kaiako, ākonga, and whānau to have the best possible education experiences and outcomes.

We are an independent statutory body that works for public good in education.

NZCER was established in 1934 with philanthropic funding from the Carnegie Corporation. In 1945, we became an independent statutory body, and we operate under the New Zealand Council for Educational Research Act 1972. The Act sets out our official functions: (a) to foster the study of, and research into, educational and other like matters, and to prepare and publish such reports on these matters as may in its opinion be necessary or of value to teachers or other

ki ēnei take i te wā e tika ana ki a mātou, hei painga kē rānei mā ngā kaiako me ētahi atu tāngata (b) He whāngai i ngā mōhiotanga, he tāpae kōrero, he āwhina hoki i ngā tāngata me ngā whakahaere e arotahi ana ki te ao mātauranga me ōna take.

### **Te Tiriti o Waitangi**

Hei tā Te Tiriti o Waitangi, me kite ngā putanga rite tahi mā te Māori, hei Māori, i roto i tō tātou ao mātauranga. He whare rangahau, he whare whakawhanake kaupapa mātou, e ū pūmau ana ki te whakatutukinga o Te Tiriti o Waitangi. Kei te whakanui mātou i te reo Māori me ōna tikanga, waihoki ko te tuakiri Māori, i roto i ā mātou mahi katoa.

### **Ngā whāinga tōmua**

Mā ā mātou whāinga tōmua, ka tutuki tō mātou kaupapa.  
E whā ngā whāinga tōmua me ngā mahi hei whakatutuki.

### **Te whakakorenga o te mahi tāmi i te ao mātauranga**

Ko tā tēnei whāinga tōmua, he whakawhanake i ngā ara mahi e whakakore atu ana i te mahi tāmi i te ao mātauranga.

### **E hāpai ana i te mana o te Māori, e whakamana ana i te Māori**

E taunaki ana tēnei whāinga tōmua i te mōtika o te Māori ki te ako, hei Māori anō.

### **He whakapiki ake i te noho taurite o ngā ākonga me ngā tikanga taurite i te ao mātauranga**

Ko te kaupapa o tēnei whāinga tōmua, he kimi i ngā ara hei whakatinana i ngā

persons (b) to furnish information, advice, and assistance to persons and organisations concerned with education and other similar matters.

### **Te Tiriti o Waitangi**

Te Tiriti o Waitangi requires our education system to achieve equitable outcomes for Māori as Māori. As a research and development organisation, we are committed to honouring Te Tiriti o Waitangi. We value the importance of Māori language, culture, and identity in all our practices.

### **Strategic priorities**

Our strategic priorities help us achieve our purpose.  
We have four strategic priorities and associated actions.

### **Decolonising education**

This strategic priority is about developing decolonising approaches in education.

### **Upholding mana Māori, whakamana Māori**

This strategic priority is about advocating for the right of Māori to learn as Māori.

### **Improving equity for ākonga and equity in education**

This strategic priority is about finding ways to realise the strengths, hopes, and dreams of every ākonga.

pūkenga, i ngā tūmanako me ngā wawata o ia ākongā.

### **Te tū hei pou whakaawe i te ao mātauranga o āpōpō**

Ko te ngako o tēnei whāinga tōmua, ko te tū hei kaikōkiri whakaaro e pā ana ki ngā kokenga whakamua o te ao mātauranga o āpōpō.

### **Ngā uara**

E tāraia ana tō mātou waka e ō mātou uara me ngā āhuetanga e atawhaitia ana e mātou.

He mea nui ki a mātou te tū motuhake; te pono; te auahatanga; te mahi ngātahi me te rangatiratanga. E atawhaitia ana ēnei āhuetanga e te:

### **Whanaungatanga**

Ka atawhai mātou i ō mātou hononga me ngā pātuinga tau utuutu

### **Manaakitanga**

Ka whakamana mātou i te tangata, ka manaaki, ka atawhai hoki i a ia.

### **Ako**

He mea nui te ako, ā, kei te ako haere hoki mātou

### **Influencing the future of education**

This strategic priority is about leading thinking to navigate our potential futures in education.

### **Values**

Our values shape our culture and what we care about.

We value motuhake—our independence; pono—strong ethics; auahatanga—creativity and innovation; mahi ngātahi—collaboration; and rangatiratanga—leadership. Paramount to these are:

### **Whanaungatanga**

We value relationships and reciprocal partnerships.

### **Manaakitanga**

We respect others and treat them with generosity and care.

### **Ako**

We value learning and are also on this journey.

## **Purpose of role**

Communicating and promoting our research, resources, and ideas is essential to the team at NZCER. Our mission is to advance our strategic priorities, and ensure our work has influence and impact in the education sector. We communicate in ways that uphold our bi-cultural aspirations, and are engaging, relevant, tailored to educators, parents and whānau, policymakers, and other stakeholders.

The primary purpose of this role is to lead and advise on communication and marketing across NZCER's research, products and services. The role requires the ability to work effectively and closely with NZCER staff across the organisation. We seek a creative and skilled storyteller with excellent people skills to develop and curate research-based stories, promotional material, and campaigns in multiple formats that engage and inform our audiences.

## **Key accountabilities**

The Communications and Marketing Advisor will take a lead role in the development and release of communications and marketing content. The role requires expertise in the following areas:

### **1.Regular communications about the organisations work**

- Work proactively with project teams to regularly co-develop and share our insights, research evidence and stories
- Collaborate with key staff to shape a culture of inspiring and engaging communications about our mahi
- Proactively communicate our vision, strategy, and bi-cultural journey to our stakeholders
- Liaise with external contractors to provide additional communication and marketing services as required, in particular to increase our visual and multimedia communications.

### **2.Oversight of marketing and promotion**

- Provide marketing coordination, advice and support for our products and services
- Ensure regular marketing and promotion campaigns are in place
- Use data analytics to report on growth of impact
- Support effective use of the NZCER Brand.

### **3.Creating content for specific audiences**

- Working with project teams to co-develop content for our social media and NZCER website
- Work with researchers to transform research findings into media friendly stories and messages

- Write in ways that are respectful of, and relevant to Māori and Pacific audiences
- Contribute to corporate documentation including Annual Reports.

#### **4. Technical expertise with key communications and marketing tools**

- The ability to create, edit, or redevelop websites
- An affinity with multi-media formats, whether this be in the conceptual design, creation, editing, or promotion of messages in various formats
- An interest in guiding NZCER towards new tools, platforms, and technologies to widen and increase the impact of our work.

#### **5. Media relations**

- Manage relations with key media connections, including Māori media, journalists, and media releases
- Work with staff to prepare for media interviews and public statements.

#### **6. Health and Safety**

- Taking reasonable care for your own health and safety
- Taking reasonable care that your acts or omissions do not adversely affect the health and safety of other persons
- Comply, so far as reasonably able, with any reasonable instruction that is given by NZCER as the person conducting a business or undertaking (the PCBU) to allow NZCER to comply with the law
- Cooperate with any reasonable policy or procedure of NZCER relating to health or safety at the workplace.

## **Knowledge, skills and abilities**

A Kaitohu Mahi Pāpāho, Mahi Tauhokohoko/Communications and Marketing Advisor will have the following knowledge, skills and abilities.

- Energy, enthusiasm, and curiosity about our work
- An interest and understanding of education in Aotearoa
- An interest in mahi focused on diversity, upholding mana Māori, addressing equity and the journey of decolonisation in Aotearoa
- A record in journalism and/or communications preferred, marketing and public relations experiences would also be useful attributes
- A bachelor's degree or equivalent qualification in journalism and/or communications and marketing is highly desirable
- An up-to-date knowledge and use of social media
- Excellent written and oral communication skills, including experience in writing publications

- Understanding of the media, including Māori media
- Understanding of a broad range of communication channels such as written publications, journals, web-based and social media opportunities
- The ability to apply knowledge and understanding of commercial concepts, strategies and practices to the communications and marketing role.

## **Personal attributes**

At NZCER we expect our staff to behave in ways that are consistent with our values and established ways of working.

In addition, all staff must be able to demonstrate the following:

- an ability in, and a desire to improve, te reo Māori proficiency
- a commitment to the principles of Te Tiriti o Waitangi and upholding mana Māori in our work
- respect for others and valuing of diversity
- an orientation towards continuous improvement to systems and processes
- personal desire for ongoing learning and development
- an ability to collaborate and effectively work together with others in teams
- personal and professional integrity.