

POSITION DESCRIPTION

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| Position Title: | Kaihaapai Ahi Kaaroa - Whakapaa | Type of Role: | Fixed Term – Part-time (Negotiable) |
| Entity: | Te Kaahui o Rauru Trust | Location: | TKOR Whanganui Office |
| Reports to: | Pou Ahi Kaaroa | Date: | May 2025 |
| Developed by: | Pou Ahi Kaaroa | Approved by: | Tumu Whakahaere |

Te Kaahui o Rauru – Background

Te Kaahui o Rauru (TKOR) is committed to the revitalisation of Ngaa Raurutanga. This is our taahuuhuu koorero. We are mindful that our development must assist in this revitalisation to ensure our endurance as Ngaa Rauru whilst guaranteeing that our uri enjoy good health, a quality lifestyle and can contribute to a global society with their Ngaa Raurutanga intact.

Operations are responsible for advancing the strategic objectives of Te Paepae o Te Kaahui o Rauru. We are mindful that our ability to carry out our responsibilities is because of:

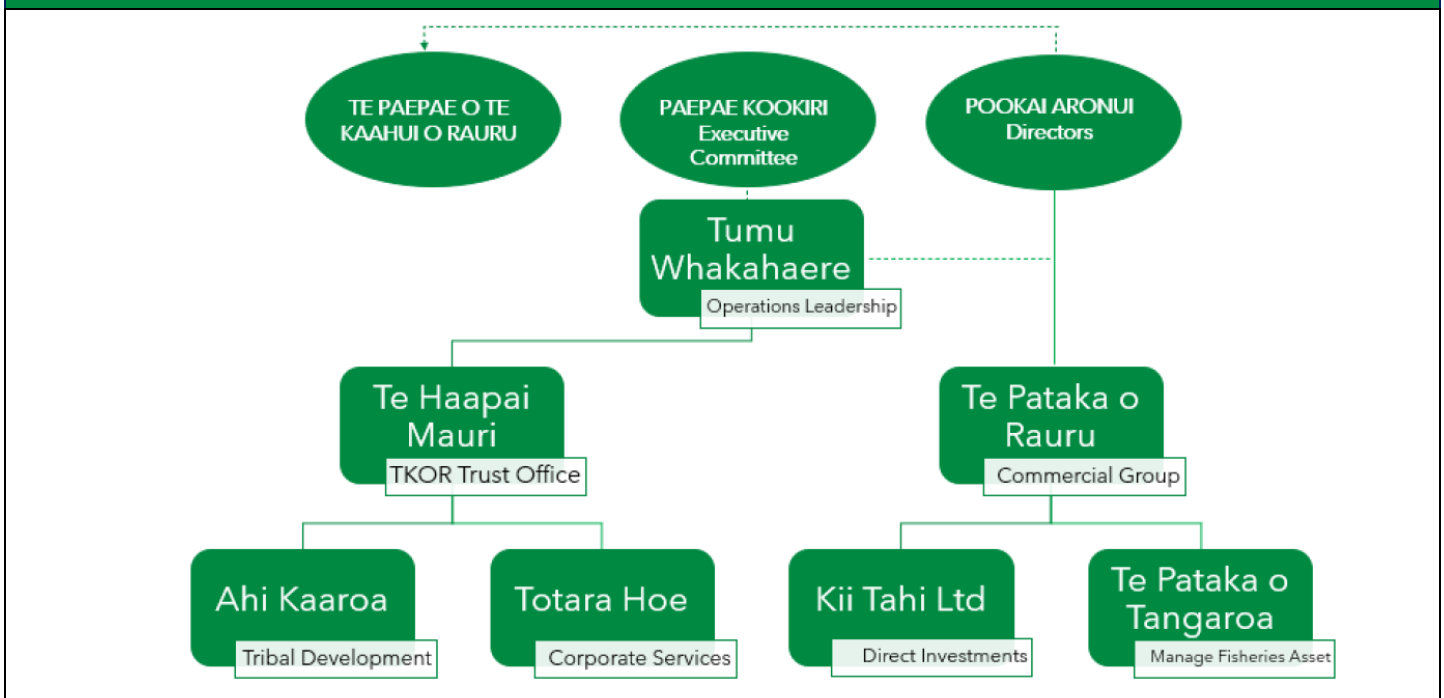
- The sacrifices made and loss experienced by our tuupuna,
- The efforts of those who progressed the settlement of our claim against the Crown; and
- The realisation that we are expending the inheritance of our mokopuna.

It would be remiss of us if we were to strive for anything less than excellence in all that we do. We look to the future with confidence and determination that we exist to strengthen Ngaa Rauru on many fronts. Supporting development towards cultural, social, economic, and environmental prosperity is our purpose.

Our Values

- TIKA - treating one another with dignity and generosity of spirit.
- PONO - honouring the memories of our tuupuna and the futures of our mokopuna above all else.
- MAARAMATANGA - creating and seizing opportunities to achieve our objectives, continuously learning, sharing, and improving.
- KOTAHITANGA - speaking with one voice, acting with one mind.

Organisation Chart



Position Purpose

Position Summary

The role of Kaihaapai Ahi Kaaroa – Whakapaa (**Tribal Development**) is to **Whakatipungia Ngaa Rauru Kiitahitanga** by achieving the strategic goals and aspirations of Ngaa Rauru Kiitahi and supporting the delivery of initiatives and programmes of work led by the Ahi Kaaroa team and includes delivering clear and concise communication and effective engagement between Te Kaahui o Rauru, Ngaa Rauru uri and key stakeholders.

The Kaihaapai Ahi Kaaroa will:

- Implement and maintain the Te Kaahui o Rauru IMC Strategy and implementation plan.
- Develop and manage clear, consistent and efficient iwi engagement and communication to strengthen relationships between Te Kaahui o Rauru, key stakeholders, and Ngaa Rauru Kiitahi uri.
- Be an expert in digital media with an excellent record of producing engaging digital communications on various platforms including social, sharing and service-orientated media.
- Be experienced in the design, development, and delivery of strategic communication activities.
- Skilled in utilizing a range of storytelling tools and media formats, including videography and photography to create compelling and engaging content.

Key Accountabilities

Engagement and Communication

- Implement and manage the Te Kaahui o Rauru IMC Strategy.
- Identify opportunities to communicate news and opportunities that keep uri informed of Te Kaahui o Rauru activities and other kaupapa happening in Ngaa Rauru Kiitahi.
- Support ongoing engagement with Ngaa Rauru uri by creating opportunities for them to share their experiences, aspirations and expectations, to ensure Te Kaahui o Rauru initiatives are shaped by the voices of our people.
- Create and support other engagement opportunities for Ngaa Rauru uri i.e. seek feedback, surveys, kanohi ki te kanohi canvassing with uri at various kaupapa.
- Build and nurture relationships with Ngaa Rauru uri and key stakeholders that encourage positive engagement in relation to Te Kaahui o Rauru projects and events.
- Establish relationships with Ngaa Rauru marae ahi kaa/komiti for the purpose of keeping them informed of various kaupapa they may wish to support/attend within Ngaa Rauru.
- Coordinate and lead promotion and advertising of organisation activities/events.
- Promote clear and open lines of communication between Te Kaahui o Rauru and uri by establishing communication systems that encourage two-way engagement with marae and whaanau.
- Create engaging content across multiple formats (written and digital) that bring to life and promote the experiences of Ngaa Rauru uri at Te Kaahui o Rauru kaupapa.
- Consider and respond appropriately to feedback from uri and various networks.
- Manage and maintain all social media platforms owned by Te Kaahui o Rauru using approved brand guidelines, in line with the Te Kaahui o Rauru Communications Strategy.

Creative Development

- Proactively develop content that promotes the activities of Te Kaahui o Rauru to whaanau.
- Provide regular brand consistent paanui to iwi members and key stakeholders.
- Proactively identify and develop stories and content that enhances the brand and reputation of Te Kaahui o Rauru.
- Create compelling, engaging, and creative communications across all media channels and publications.
- Devise and implement digital media and keep well informed of technological advancements to ensure Te Kaahui o Rauru remains relevant to stakeholders.

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| | <ul style="list-style-type: none"> • Develop and create all digital designs as required. • Ensure the integrity of Te Kaahui o Rauru is upheld on all digital platforms by monitoring all communications in a timely and efficient manner. |
| Health and Safety | <ul style="list-style-type: none"> • Always manage health and safety, proactively identifying risks and hazards and taking corrective action where required. • Always uphold and promote organisational health and safety policies and procedures ensuring consistent implementation and understanding across the organisation. • Complete Job Safety Assessments (and other assessments as necessary) as it relates to your role and key activities undertaken to ensure the health and safety of your team, yourself as well as contractors and others in the work environment. |
| General | <ul style="list-style-type: none"> • Actively participate in Te Kaahui o Rauru kaupapa including attending hui, karakia, whakawhanaungatanga, waiata sessions etc. • Ensure you maintain an accurate and up to date understanding of Te Kaahui o Rauru policies and that you always uphold these and socialise within your team as required and appropriate. • Proactively promote Te Kaahui o Rauru in a positive light in all activities. • Always behave in a professional manner, providing a good role model for others. • Actively participate in professional supervision and ongoing professional development. • Embody tikanga maaori in all aspects of your work. |
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| Internal Relationships: | External Relationships: |
| <ul style="list-style-type: none"> • All Te Kaahui o Rauru Group staff • All Subsidiary staff • Iwi leadership | <ul style="list-style-type: none"> • Hapuu / marae representatives • Ngaa uri o Ngaa Rauru Kiitahi • Key stakeholders |
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| Person Specifications | |
| Qualification: | <ul style="list-style-type: none"> • A tertiary qualification in communication, marketing and digital media design is desired but not essential. • First Aid Certificate • Holds a Full clean NZ driver's licence |
| Experience: | <ul style="list-style-type: none"> • Relevant experience in a communications and/or marketing role with 2 years of recent experience is essential. • Experience in the use of the Adobe Creative Cloud Suite, Canva and CapCut (or similar editing software). • Proven ability to write effectively and deliver quality written work in English and Te Reo Maaori. • Excellent time management, work priority skills and initiative. • Ability to work in a kaupapa iwi environment and uphold the mana of the organisation. • Public relations and media experience. |
| Relationship focused: | <ul style="list-style-type: none"> • A strong desire and commitment to creating engaging opportunities and improving the connection with Ngaa Rauru uri. • Proven track record of building productive working relationships. • Ability to interact with a varied demographic of people. |
| Personal attributes: | <ul style="list-style-type: none"> • Committed to empowering and supporting whaanau. • Strong communication, facilitation, and time management skills. • Good judgement and analysis. • Act in a responsible, ethical, and accountable way. • Respectful, cooperative, and supportive in all dealings. • Commitment to whaanau, hapuu, marae and iwi. |

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| | <ul style="list-style-type: none"> • Ability to converse and understand Te Reo Maaori me ona tikanga. • Ability to work independently and as a member of a team and to handle multiple priorities. • Adaptability to all types of situations. |
| Other requirements: | <ul style="list-style-type: none"> • Able to work flexible hours required – weekend, and overnight work will be required from time to time with compulsory attendance at iwi events and activities as agreed annually by the Ahi Kaaroa plan. • New Zealand citizenship, permanent resident status, or a NZ work permit. |

This position description serves to illustrate the scope and responsibilities of the position and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

Acceptance of Job Description:

I have read this Position Description and agree that it represents the duties I will perform for the position.

Name: _____

Signature: _____

Date: _____