**Position Description: Communications Manager**

**Rangitāne Tū Mai Rā Group**

# Position Details

**Position Title:** Communications Manager

**Reports to:** Operations Manager – Rangitāne Tū Mai Rā Group

**Location:** Wairarapa and Tamaki-nui-a-Rua

**Term:** Permanent – Full Time

# About Rangitāne Tū Mai Rā Trust

Rangitāne Tū Mai Rā Trust is the Post Settlement Governance Entity (PSGE) for Rangitāne o Wairarapa and Rangitāne o Tamaki-nui-a-Rua. The Trust is responsible for managing settlement redress, advancing the cultural, social, environmental, and economic aspirations of our iwi members, and ensuring the mana and tikanga of Rangitāne is upheld.  
  
The Rangitāne Group includes the Trust and its subsidiaries, including Tū Mai Rā Investments (commercial arm) and Tū Mai Rā Energy. The Group seeks to operate in a way that is tika and aligned with te ao Māori values while being strategic, innovative, and future-focused.

# Position Purpose

The Communications Manager is responsible for leading, developing, and delivering internal and external communications across the Rangitāne Tū Mai Rā Group. This includes strategic communications, stakeholder engagement, digital presence, media liaison, public relations, and ensuring consistent branding and messaging that reflects the values and aspirations of Rangitāne.  
  
This role plays a critical part in enhancing iwi visibility, informing whānau, hapū and key stakeholders, and positioning the Group as a confident, connected and accountable Treaty partner, iwi authority, and commercial actor.

# Key Responsibilities

## 1. Strategic Communications

* Develop and implement a Communications Strategy for the Group, aligned to its strategic objectives.
* Provide strategic advice to the CEO and Board on communication and engagement matters.
* Craft consistent messaging across all platforms and publications.

## 2. Internal and Iwi Communications

* Lead internal communications that support staff engagement and alignment across the Trust and subsidiaries.
* Develop regular pānui, updates, and iwi communications to keep members informed and engaged.
* Coordinate with the Registration and Engagement team to ensure effective communications with whānau and stakeholders.

## 3. External Communications and Media

* Act as media liaison for the Group – drafting press releases, managing interviews, and responding to media enquiries.
* Build and maintain relationships with media outlets and key external stakeholders.
* Manage reputation and risk associated with public communications.

## 4. Digital and Social Media

* Oversee all digital channels including website(s), social media, e-pānui, and digital campaigns.
* Ensure content is culturally appropriate, timely, and consistent with iwi branding and kaupapa.
* Monitor digital engagement and provide insights to improve reach and impact.

## 5. Branding and Visual Identity

* Ensure the consistent application of Rangitāne Tū Mai Rā’s branding across internal and external communications.
* Manage the development and production of branded collateral, merchandise, and resources.

## 6. Event and Campaign Communications

* Support the promotion and delivery of key events including AGM, iwi hui, consultations, and launches.
* Develop and deliver communication campaigns for kaupapa such as elections, strategic plans, and environmental or cultural initiatives.

# Key Relationships

**Internal:**

* CEO
* Group Management Team
* Chairs and Board Trustees
* Staff across Trust and subsidiaries

**External:**

* Iwi Members / Whānau
* Hapū and Marae representatives
* Media outlets
* Government and local authorities
* Partners and stakeholders

# Person Specification

**Qualifications and Experience**

* A tertiary qualification in Communications, Public Relations, Journalism, Marketing or a related field.
* Minimum 5 years’ experience in a communications, PR or engagement role.
* Proven experience working with Māori organisations, iwi, or in kaupapa Māori environments.

**Skills and Competencies**

* Strong strategic thinking and planning skills.
* Outstanding written and verbal communication skills.
* Fluent in digital and social media platforms and tools.
* Design and branding awareness (Canva, Adobe, or similar tools).
* Ability to work with confidential and sensitive information.
* Media relations experience and crisis communication skills desirable.

**Cultural Competency**

* Understanding of te ao Māori, tikanga, and Te Tiriti o Waitangi.
* Te Reo Māori proficiency is desirable (or willingness to learn).
* Demonstrated ability to engage respectfully with whānau, hapū and iwi.

# Values and Attributes

* Commitment to iwi aspirations and kaupapa Māori.
* Integrity, professionalism, and accountability.
* Creativity and adaptability.
* Whanaungatanga – ability to build and maintain strong relationships.
* Manaakitanga – respectful and inclusive communicator.

# Remuneration

A competitive salary will be offered, reflective of experience and capability