



POSITION DESCRIPTION

Position title:	Communications Lead
Reports to:	General Manager, National Tobacco Control Advocacy Service
Hours of work:	37.5 hours per week (1.0 FTE)
Based at:	Hāpai Te Hauora Tapui Ltd, 6-8 Pioneer Street, Henderson, Auckland

Purpose of the Position

This role will provide communications and marketing expertise to support the work of the National Tobacco Control Advocacy Service (NTCAS). To assist the NTCAS General Manager in delivering public relations, engagement strategies, lead key communications and national marketing activities.

This role is varied and covers communication/marketing activities including reputation management, stakeholder relations, media relations, internal communications, online public relations, branding, promotions, and direct mail.

The areas of responsibility for this role are:

- the development and implementation of an communications strategy for NTCAS
- the timely and accurate delivery of key communication activities
- monitor Tobacco Control news media
- the timely and accurate delivery of key activities
- support and expertise in the field of communications and engagement
- creating and maintaining relevant relationships with media and key communications
- ensuring that the organisations vision, purpose and actions are consistently presented in a positive light to relevant stakeholders and general public
- representing the organisation to further the reputation and services Hāpai Te Hauora
- the protection and management of the organisations brand.

Typical duties include identifying key spaces NTCAS key messages should be implemented, promoting up and coming legislation changes or issues, delivery of evidenced based position statements across key issue areas.

Hāpai is a small organisation with a strong connection to the communities we serve. It is part of our philosophy as a public health organisation that we grow capacity in our communities as well as within our team.

In this context, this role will contribute to building capacity among community members and colleagues in order to achieve greater collective capability over time. This might involve providing advice to colleagues or community about aspects that enhance their key messages.

Organisation Structure and Context

Hāpai Te Hauora Tapui Ltd has a tripartite ownership model comprising shareholders Te Rūnānga o Ngāti Whātua, Te Whānau o Waipareira Trust and Raukura Hauora o Tainui. Established 31 December 1995 as a policy initiative of the Northern Regional Health Authority, Hāpai has a mandate from its shareholders to plan, deliver, evaluate and coordinate services within the area of Māori health.

Through Hāpai ownership structure, we cover a large geographical area including the Ngati Whatua and Tainui iwi boundaries and a diverse population comprising of urban and rural Māori communities. Based on the successful delivery of key national contracts, in recent years Hāpai has developed a track record delivering for whānau across Aotearoa and is now the biggest Māori public health organisation delivering services nation-wide.

Our mission is

Oranga Tangata, Oranga Whenua

Our vision is

Advance Māori wellbeing through innovation and leadership.

To achieve this vision Hāpai will:

As a **provider** reaffirm being Māori, be accountable, effective, responsible and responsive. Ensure services are safe, delivered with excellence, regional consistency, quality outcomes and equity.

As a **planner** be committed to building on gains, be evidence-based and a facilitator of solutions. Look realistically toward opportunities for Māori development through local, regional and national coordination.

As a **coordinator** provide leadership, support, resources and information that ensure participation from Māori and non-Māori alike.

As a **contractor** within the available contract resources achieve positive health outcomes, provider development, acceptable, well-monitored and audited Māori services.

Key accountabilities

- Developing and maintaining NTCAS engagement strategy
- Development of key position statements and relevant research and evidence compilation
- Contributing as required to the activities of NTCAS and Hāpai Te Hauora business units

Administration, reporting

- a) Work within the organizations policies and procedures.
- b) Provide information and/or written reports to the CEO and/or his/her representative as requested.
- c) Attend and participate in Hapai meetings and any other meetings as required by the CEO and/or their delegated representatives
- d) Provide a summary of projected activities by way of a collective and individual annual work plan. Assist with the tobacco control advocacy six monthly report to MOH.

Relationship Management

- a) Develop and maintain working relationships with other agencies and stakeholders that support actions and priorities from the Hāpai strategic plan.
- b) Actively continue to develop and maintain good organisational relationships internally and externally.
- c) Develop and maintain strategic alliances that may contribute to the reduction in disparities for Māori (i.e. Regional & National Forums).
- d) Report to the CEO and at staff meetings on the nature of the relationship and outcomes of interaction with other organisations.

Professional Development

- a) Identify professional development requirements that support public health action and advocacy annually.
- b) Actively seek internal and external feedback to assist with self-assessment and developments.
- c) Undertake training where training is identified and agreed as required

Organisational

- a) Demonstrate leadership and innovation.
- b) Participate in annual performance appraisal process.



- c) Participate in organisational activities that promote professional growth of the organisation.
- d) Must at all times present his/her self professionally as per the Staff Code of Conduct.
- e) Provide Mentoring and support for any new staff (Leadership Support.)
- f) Participate in Board membership as requested by CEO (i.e. Regional and/or National levels).
- g) Obtain a comprehensive understanding of the business.
- h) Understand key opportunities for the business.

Other

- a) Be responsible for undertaking other duties as requested from time to time that meet the annual operational plan and/or strategic priorities.
- b) Welcome opportunities to collaborate and support the wider team of Hāpai, across a variety of contract areas.
- c) All staff are required to understand key opportunities for the business.

Person specification

- A understanding of Te Reo me ōnā tikanga
- A relevant tertiary qualification
- Superb communication skills including presentation, written and oral
- Experience in the media sector is highly recommended
- The ability to manage own workload and adapt when necessary
- A strong work ethic, and effective time management skills.