

POSITION DESCRIPTION: COMMUNICATIONS MANAGER

THIS POSITION DESCRIPTION IS SUPPORTED BY A ROLE SPECIFIC WORK PROGRAMME

Background	<p>THINK Hauora is a network that designs, delivers and supports primary health care services across Ōtaki, Horowhenua, Manawatu and Tararua.</p> <p>THINK Hauora has a strong focus on equity and a commitment to collaborating and partnering with others to improve outcomes for our communities.</p> <p>This position description (PD) captures the expected functions of the position and is reviewed from time to time as required and considered as part of the annual performance review process.</p>	
Primary Functions	<p>The Communications Manager is responsible for developing and implementing a strategic approach to external and internal communications, working with others to meet the current and future needs of THINK Hauora and the primary health network and communities we serve.</p> <p>This includes:</p> <ul style="list-style-type: none"> • managing, creating and delivering internal and external communications strategies and plans, activities, campaigns and concepts • managing communications projects • being the guardian of corporate strategies, plans and standards that help THINK Hauora maintain a consistent identity and a strong reputation • supporting organisational culture and staff engagement • working with senior managers to build communications capability within the organisation. 	
Reports to	General Manager Corporate Services	
Direct reports	<i>Nil</i>	
Functional Relationships	<p>Internal</p> <ul style="list-style-type: none"> • THINK Hauora CEO Office • Senior Leadership Team and Board • Network Services • Clinical Services • Horowhenua Community Practice • Corporate Services • Data and Digital • Connecting Communities • Broader THINK Hauora teams 	<p>External</p> <ul style="list-style-type: none"> • General Practices • Te Tihi o Ruahine • Raukawa whanau ora • Māori and Iwi providers • Contracted Service providers • Community stakeholders • Te Whatu Ora Health NZ • Ministry of Health • Inter-sectoral agencies • External Media
Primary Location	Based in the offices of THINK Hauora, 200 Broadway Avenue, with some travel within the THINK Hauora region.	
Salary Range	Based on skills and experience	
Nature of Position	Permanent, full time position	
Hours	Forty (40) hours per week (1.0 FTE), Monday to Friday. Hours to be worked are generally between 7am and 6pm as agreed however some flexibility of hours will be required.	

Status as described in the Vulnerable Children’s Act 2014	In line with the Vulnerable Children Act 2014 and our service agreement with MidCentral Te Whatu Ora, this position has been identified as a Non-Core Worker position.
Health and Safety	<p>All staff and governance at THINK Hauora participate in health and safety management practices, ensure that work is done in a safe environment, reports and works to eliminate, isolate or minimise any hazards, and applies THINK Hauora’s health and safety policies and procedures.</p> <p>Staff must act to ensure that THINK Hauora complies with its responsibilities under the Health and Safety at Work Act 2015 and any subsequent amendments or replacement legislation. Be able to demonstrate actions in an emergency situation that are specific to the workplace and are designed to keep individuals safe.</p>

ORGANISATIONAL VISION, MISSION and VALUES	
Our Strategy Our Vision Our Strategic Aims	<p>THINK Hauora 2019-2025 Strategy supported by Ka Ao, Ka Awatea, Māori Health Strategic Framework</p> <p>Tūhonotia te hapori ki te Ora – Connecting Communities for Wellbeing</p> <p>Whānau Ora: Developing a Whānau Ora approach to accelerate and ensure equity of Māori health outcomes</p> <p>Equity: Driving equity of outcomes through people, community voice and data</p> <p>Access: Ensuring access to health care is easy, available, cross-sectors</p> <p>Value: Creating value through teams, technology and performance</p> <p>Innovation: Activating innovation, engagement and delivery of excellence</p> <p>Networking: Enabling networking and relationships to achieve partnerships</p> <p>Growth: Driving sustainability through system and alignment focus</p>
Our Values	<p>Trust: Maintaining open and honest relationships</p> <p>Respect: Embracing diversity, uniqueness and ideas</p> <p>Unity: Valuing strengths and skills</p> <p>Accountability: Working in a transparent and responsible manner</p> <p>Courage: Participating with confidence and enjoyment</p>
Commitment to Te Tiriti o Waitangi:	<p>We are committed to Te Tiriti o Waitangi (The Treaty of Waitangi), recognising and respecting the principles of Partnership, Protection and Participation, and the articles of Kawanatanga – governance and the relationship between Treaty Partners, Tino Rangatiratanga – the right to be self-determining in all areas, Ōritetanga – authentic contributions that drive equitable access and outcomes and te Ritenga – honouring the beliefs, values and aspirations of Māori.</p> <ul style="list-style-type: none"> • Implementing Te Tiriti o Waitangi articles and principles into the overall governance, planning and delivery of services. • Acknowledging Te Tiriti o Waitangi articles and principles that underpin our strategy. • Being responsive to Māori interests and ensuring these are protected.

Equity	THINK Hauora is committed to improving access to services and achieving equity of health outcomes across communities. We provide support and guidance to the wider workforce to do the same. THINK Hauora believes in equity and requires staff to “stop, look, listen and think” about how they can design, develop and deliver services that create and maintain equitable environments to effect change and ensure that whānau flourish.
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KEY RESPONSIBILITIES		
Key Competency	Activities	Expectations
Strategic Communications and Engagement	<ul style="list-style-type: none"> Ensure the THINK Hauora Communications and Engagement Strategy and supporting plans are delivered upon, reviewed regularly, and well understood within the organisation. Plan and deliver communications and engagement activities that help build awareness of THINK Hauora strategic direction and progress amongst staff and key external stakeholders. 	<ul style="list-style-type: none"> Report regularly to the Senior Leadership Team and Board on the goals achieved Ensure there is a plan developed to convey strategies and key initiatives Surveys and feedback demonstrate increasing awareness of THINK Hauora’s strategy and achievement against it.
External Stakeholder Communications & Public Relations	<ul style="list-style-type: none"> Suggest, plan and deliver events, workshops and supporting publicity that raises awareness of THINK Hauora and the services it enables and provides Ensure regular external stakeholder communications are implemented Ensure communications plans are in place for key issues and priority activities 	<ul style="list-style-type: none"> THINK Hauora is well placed to maximise communications and public relations opportunities that connect with key stakeholders Regular liaison with stakeholders to plan communications and support with communications expertise Key issues are thoughtfully managed regarding media involvement
Brand Presence & Corporate Standards	<ul style="list-style-type: none"> Develop, maintain and champion corporate standards that support a consistent brand and identity for THINK Hauora 	<ul style="list-style-type: none"> The THINK Hauora guidelines and corporate standards are assessed each year, and are reflected in communications products
Crisis and Emergency Management	<ul style="list-style-type: none"> Advise on crucial media and communications regarding business continuity, emergency or crisis management Act as Public Information Manager on THINK Hauora Incident Management Team (IMT) Setting of public information direction across incident response 	<ul style="list-style-type: none"> Public information during incidents is well managed and released in a timely manner.

	<ul style="list-style-type: none"> • Provision of expert public information advice to the incident controller and other members of the IMT • Provision of authorised information and life, health, and safety messages to the public 	
Digital channels	<ul style="list-style-type: none"> • Ensure internal and external digital channels are fit for purpose, well used and regularly refreshed with engaging content 	<ul style="list-style-type: none"> • THINK Hauora is well placed to participate in social media opportunities • Digital channels meet user needs • Engaging content informs future planning and new channel experimentation
Media Liaison	<ul style="list-style-type: none"> • Ensure media policy and procedures are in place and reviewed regularly • Build solid relationships with media • Prepare media plans and briefing materials • Provide professional development opportunities for key THINK Hauora staff in media and communications techniques • Co-ordinate publicity for key THINK Hauora events • Provide media advice and support to Chief Executive and Senior Leadership Team 	<ul style="list-style-type: none"> • Practices are followed within THINK Hauora • THINK Hauora has up to date media contacts and the opportunity to provide comment • Systems in place that provide a framework for communications team use • Systems in place that provides a framework for use and are reviewed following significant events • Media training is provided for key staff, with a pool of individuals available to respond, in any situation, covering all major areas of business • Use of all media channels are considered and maximised to full potential, including paid coverage where necessary • Chief Executive and Senior Leadership Team are well briefed on potential scenarios and have material needed to support contact with media
Communications: Internal Communications	<ul style="list-style-type: none"> • Advise on effective communication channels and appropriate mechanisms for messages • Support innovation and technology and developments into internal communications systems • Be a driving force for staff and stakeholder communications and channels 	<ul style="list-style-type: none"> • Ensure effective communication systems are in place for staff on appropriate use • Keep abreast of innovative methods and work with ICT team to investigate options • Champion effective communication techniques.
Teamwork	<p>Work cooperatively with others in the team:</p> <ul style="list-style-type: none"> • Share expertise • Work for solutions that all team members can support 	<ul style="list-style-type: none"> • Works as a competent member of a team willingly providing back up support when appropriate and actively supports group goals

	<ul style="list-style-type: none"> Listen and respond constructively to others' ideas and proposals 	
Relationship Management	<ul style="list-style-type: none"> Build and maintain positive networks within the THINK Hauora region Manage supplier and provider relationships and ensure appropriate contract and cost management arrangements are in place 	
Political Awareness	<ul style="list-style-type: none"> Identify areas of sensitivity and risk and build into communication strategies. 	
Innovation and Creativity	<ul style="list-style-type: none"> Sees opportunities for, and encourages, innovative ideas that provide solutions to all types of workplace challenges. Has the ability to be inventive and think 'outside of the box' 	
Provides Quality Customer Service to Stakeholders & Other Customers	<ul style="list-style-type: none"> Puts the perspective of the stakeholder and customers at the forefront of decision making and works to create quality service outcomes 	
Communication	<ul style="list-style-type: none"> Expresses ideas and relays information in a manner that captures the listeners' attention, helping them to understand and act on the communication 	
Respects Others & Builds Trust	<ul style="list-style-type: none"> Demonstrates respect for others and builds trust through consistent behaviour; demonstrates integrity in all actions 	
Technical and Professional Knowledge & Skills	<ul style="list-style-type: none"> Has the required level of technical and professional skill or knowledge in position-related areas 	
Health & Safety	<ul style="list-style-type: none"> Ensure that work is completed in a safe environment, and report and work to eliminate, isolate or minimise any hazards Participate in health and safety management practices for all employees, and apply the organisation's health and safety policies and procedures Be able to demonstrate actions in an emergency situation that are specific to the workplace and are designed to keep individual safe. 	<ul style="list-style-type: none"> The organisation complies with its responsibilities under the Health and Safety at Work Act 2015 and any subsequent amendments or replacements legislation.
PERSONAL SPECIFICATIONS		
Qualifications	<ul style="list-style-type: none"> A relevant university degree or equivalent work experience 	
Essential	<ul style="list-style-type: none"> Previous experience in a senior communications role with a generalist focus Proven strategic communications strategy, planning, and delivery expertise Excellent advisory, writing, editing, presentation and communication skills Strong organisational, and planning, project, and time management skills Experience in developing action plans to accomplish goals, establishes timeframes, and allocates resources 	

	<ul style="list-style-type: none"> • Prior experience in managing online/social channels and using social analytics tools • Well-honed influencing skills • Demonstrated success as a trusted advisor to senior leaders • Knowledge of te reo and te ao Māori or a willingness to upskill • Self-motivated with a positive and professional approach • A wide degree of creativity and latitude
Desirable	<ul style="list-style-type: none"> • Previous experience leading a communications/public information function in a crisis/emergency management situation • Image/video editing skills

SKILLS AND KNOWLEDGE

The following level of Knowledge and Skills are required for the role. These are grouped under the Core, Information and Knowledge and Leadership and Management dimensions of the THINK Hauora Interdisciplinary Knowledge and Skills Framework (IKSF). You must be at, or working towards, the level identified in each area (see levels below).

Level 1: Beginner Level 2: Competent Level 3: Proficient Level 4: Expert

DIMENSION 1: CORE KNOWLEDGE AND SKILLS (MANDATORY)

C1 Teamwork	L3	Contributes to the development of the team vision, goals and purpose, supporting and assisting others with this
C2 Communication	L4	Role models a range of effective communication strategies on complex issues and in complex situations
C3 Ethical Practice	L3	Acts ethically and consistently within legislation, policies and procedures and supports others to do so
C4 Māori Cultural Responsiveness	L2	Demonstrates understanding and application of Māori Health, Treaty of Waitangi and Cultural safety in own work
C5 Health, Safety and Risk Management	L2	Monitors and maintains health and safety of self and others
C6 Service Improvement	L3	Analyses, interprets and applies suggestions and recommendations to improve services
C7 Quality Improvement	L3	Contributes to improving quality
C8 Personal Development	L3	Develops self and support and contribute to the development of others

DIMENSION 4: INFORMATION AND KNOWLEDGE (IK)

IK1: Data Collection	L4	Lead, sustain, analyse and evaluate the provision of information and communication technology
IK2: Data Analysis	L2	Maintain, protect and preserve information by complying with relevant legislation and policies

IK3: Using data to drive service improvement	L4	Appropriately combine interpret and utilise data and information from multiple sources to create new information and knowledge
DIMENSION 5: TRANSFORMATIONAL LEADERSHIP AND MANAGEMENT		
TLM1 Managing self and personal skills	L3	Participate in continuing professional development to achieve organisational goals
TLM2 Providing Direction: Strategic and Operational Planning	L3	Develop and implement operational plans for service that contributes to achieving the objectives set out in the strategic plan.
TLM3 Leading and managing change	L3	Lead change, translating the vision of the organization into the context of targeted change initiatives, redirecting approaches in the face of new opportunities
TLM4 Leading and building interdisciplinary teams: working with people	L1	Develop productive working relationships with colleagues
TLM5 Purchasing and Financial management: Using Resources	L1	Monitor expenditure, order and check supplies of goods and/or services
TLM6 Performance and Service Improvement	L3	Critically evaluate to identify where services can be improved, working individually or as part of a team
TLM7 Service and Project management	L3	Prioritise and manage the ongoing work of services and/or projects
TLM8: Public relations and marketing	L4	Plan, develop, monitor and review public relations and marketing for a service/organisation

EMPLOYEE ACCEPTANCE

This Position Description has been agreed between:

Management Representative (print then sign)

Date:

and

Employee (print then sign)

Date: