

# Communications and Engagement Lead

## Position Summary

The Communications and Engagement Lead is an experienced communicator with a passion for engaging with communities. The Communications and Engagement Lead will deliver Te Tiriti-led communications strategies and campaigns that influence systems change to achieve mokopuna ora and a safe, flourishing Aotearoa.

They work with the community, the family violence and sexual violence sector, and local media and leaders to see and hear what's happening in their communities and support them to amplify their stories. They listen to national stories related to the prevention of family violence and sexual violence and help localise the conversation. They develop communication and engagement initiatives that address the drivers of family violence and sexual violence, draw on a range of evidence-based behavioural change approaches (including indigenous approaches), and are tailored to a diverse range of audiences and platforms. They also play a key role in translating and sharing locally successes across the Community-led Prevention Partner initiative network.

## Overview

<b>Title</b>	Communications and Engagement Lead
<b>Organisation</b>	Tautoko Mai
<b>Group / Unit</b>	Social Change and Prevention
<b>Work location</b>	Tauranga
<b>Position reports to</b>	Manager, Community-led prevention partner initiative
<b>Direct reports</b>	Nil
<b>Employment type</b>	Full-time fixed term to 30 June 2027

## About the Community-led prevention partner initiative

### Our approach

ACC is working to ensure children and young people are safe and flourish in Aotearoa New Zealand and that we are protecting the whakapapa of our tamariki, rangatahi and whānau. Our vision, as outlined within Manini Tua, charts a course towards a safe and inclusive 2040, chosen to coincide with 200 years since the signing of Te Tiriti o Waitangi. A key element of Manini Tua is building the infrastructure to support a high functioning prevention system. This includes strengthening community leadership, strengthening the prevention infrastructure, investing in Kaupapa Māori action, and building the evidence of what works.

The Community-led prevention partnership initiative is a community-led, systems focused primary prevention initiative in 13 rohe (regions) across Aotearoa New Zealand. The initiative has a direct focus on primary prevention. Primary prevention works by identifying and addressing the underlying causes or drivers of violence (e.g. social norms, practices and structures that influence attitudes and behaviours).

Through investment in a workforce of 65 kaimahi across 13 community organisations, we will help build and activate protective and strengthening factors at a community and ecosystem level, whilst recognising the importance of Te Tokotoru and the interrelationship between strengthening, healing, and responding. This national prevention workforce will, overtime, and alongside other system investments, build and sustain a primary prevention system which will help achieve mokopuna ora and a safe, flourishing Aotearoa.

## About our organisation

<b>Our organisation Tautoko Mai</b>	<b>About us</b> <p><i>At Tautoko Mai, we are dedicated to supporting survivors of sexual harm and promoting safer communities. Our team works collaboratively to deliver trauma-informed, client-centred services that empower individuals and contribute to lasting positive change.</i></p> <p><i>We provide a range of services, including counselling, crisis response, and education, to help individuals and communities recover, heal, and thrive.</i></p> <p><i>Our approach is underpinned by respect, compassion, and a deep commitment to the wellbeing of all those we serve.</i></p>
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## Organisational values

<b>Values</b>	<b>Manaakitanga</b> <p><i>Having a workplace where everyone is welcome, demonstrates integrity and shows respect towards one another</i></p>
	<b>Kaitiakitanga</b> <p><i>Providing a safe supportive environment including participation and effective communication</i></p>
	<b>Ngā Tūmanako</b> <p><i>Supporting hopes, dreams, and aspirations whilst leading by example.</i></p>
	<b>Mana Motuhake</b> <p><i>Practicing self-empowerment and self-determination by way of accountability and responsibility</i></p>
	<b>Whakapakari</b> <p><i>Aspiring to be the best you can be through education, ethics, and professionalism.</i></p>

## About the Communications and Engagement Lead role

### Key responsibilities

The Communications and Engagement Lead is part of a dedicated Te Tiriti-led prevention workforce who are embedded within their local community, driving and supporting systems change for the prevention of family violence and sexual violence across the Bay of Plenty region. The Communications and Engagement Lead's responsibilities include:

- Co-designing and implementing the Community-led Prevention Partner initiative communications and engagement plan for Bay of Plenty region.
- Working alongside Community-led Prevention Partner initiative team members and engaging with other regional Communications and Engagement Leads, community, regional partners and local leaders, local

and national media, to identify opportunities and emerging issues relating to family violence and sexual violence prevention.

- Producing clear, inclusive, and persuasive content that engages and inspires diverse community audiences in a variety of formats and platforms, including website, social media, e-newsletters, stories of impact and press releases.
- Developing collateral and creative assets to support and magnify the work Community-led Prevention Partner initiative team are doing and permeate key primary prevention messages, throughout the community.
- Localising national communications and stories to the Bay of Plenty region's local audience, and ensuring messaging meets the needs of diverse communities.
- Assisting with post-communication campaign and activity analysis to inform future planning and implementation.
- Supporting the Community-led Prevention Partner initiative team in the co-design and implementation of local primary prevention initiatives.
- Actively contributing to sharing and learning across the Community-led Prevention Partner Initiative network, including participating in workforce development initiatives (such as communities of practice).

## Accountabilities

This position is based in the Tauranga office and reports directly to the Manager, Community-led Prevention Partnership initiative. The Communications and Engagement Lead has close relationships with other Communications and Engagement Leads across the Community-led Prevention Partnership initiative network to share insights, learnings and respond to collective opportunities and challenges.

The Communications and Engagement Lead is accountable for:

- Ensuring consistency of messaging across all platforms in alignment with the local Community-led Prevention Partner initiative communications and engagement plan for Bay of Plenty once developed.
- Ensuring consistent application of and adherence to the Community-led Prevention Partner initiative brand style guidelines, relevant ACC key messages, as well as Healthy Relationship Principles and Oranga Whakapapa Pou and ways of working.
- Proactively identifying communications risks and opportunities, and ensuring strategies to mitigate risk are acted on in a timely and appropriate manner.

## As a member of the Community-led Prevention Partner initiative team, you will be:

- **Te Tiriti-led** – acknowledges the special relationship with Māori under Te Tiriti o Waitangi and the ongoing impacts of colonisation, and actively supports the right of whānau, hapū and iwi to exercise Tino Rangatiratanga and Mana Motuhake.
- **Family Violence and Sexual Violence prevention informed** – understand the prevalence, drivers, risk and protective factors, and impacts of family violence and sexual violence, and engage with a diverse range of evidence on emerging issues, trends, and primary prevention best practices.
- **Primary prevention, systems thinking and acting** – understand primary prevention, systems change and collective impact and utilise and apply systems thinking tools and principles to create transformative change.
- **Relational and collaborative** – enhance collaboration across the Community led prevention partner initiative team, and diverse community, through strong effective relationships and partnerships at all levels; build trust through consistent actions, values and communication; minimises surprises.
- **Continuously adapt, learn and improve practice** – have a continuous learning and development approach and actively contribute to sharing and learning across the Community prevention partner network, including participating in workforce development initiatives.

## Key Selection criteria

The ideal applicant will demonstrate the following key selection criteria:

### Knowledge and skills

Community-led Prevention Partner Initiative Core Competencies		The role requires the following demonstrated knowledge & skills
<b>Building</b>	<b>Relationship building and management</b>	<ul style="list-style-type: none"> <li>Effectively brings people together to achieve collective impact.</li> <li>Understands that opportunities come from building relationships and keeping them alive.</li> </ul>
	<b>Influencing</b>	<ul style="list-style-type: none"> <li>Can find a common language to relate to the audience to influence and prevent family violence and sexual violence.</li> <li>Comfortable in describing the desired effects of preventing family violence and sexual violence.</li> </ul>
	<b>Storytelling and communication</b>	<ul style="list-style-type: none"> <li>Is approachable, open and willing to listen.</li> <li>Excellent written and verbal communication skills.</li> </ul>
<b>Leading</b>	<b>Collaborative Leadership</b>	<ul style="list-style-type: none"> <li>Engages both the usual and the unusual suspects and able to engage those who don't see themselves in Community-led Prevention Partner Initiative.</li> </ul>
	<b>Adaptive Leadership</b>	<ul style="list-style-type: none"> <li>Mobilises others to create systems change by diagnosing the situation, energising self and intervening skilfully.</li> <li>Comfortable in adaptive and changing environments (e.g. can pivot with ease)</li> </ul>
<b>Designing / Doing</b>	<b>Systems thinking and acting</b>	<ul style="list-style-type: none"> <li>Understands systems thinking and its application to family violence and sexual violence prevention; recognises components of a system and their interconnectedness; supports effective system communication and feedback.</li> </ul>
	<b>Family Violence and Sexual Violence Prevention informed</b>	<ul style="list-style-type: none"> <li>Understand the prevalence, drivers, risk and protective factors, and impacts of family violence and sexual violence; engages with a diverse range of evidence on emerging issues, trends, and primary prevention best practices.</li> </ul>
	<b>Co-design and design thinking</b>	<ul style="list-style-type: none"> <li>Understanding of design thinking, co-design or related fields and can apply to this work.</li> <li>Uses social innovation tools to co-design, test and iterate solutions for systems-level impact.</li> </ul>
	<b>Data / Evaluation</b>	<ul style="list-style-type: none"> <li>Supports evidence-informed practice.</li> <li>Supports the team and network to draw on insights and analysis to make decisions.</li> </ul>

<b>Managing / Sustaining</b>	<b>Reflective practice</b>	<ul style="list-style-type: none"> <li>• Critically reflects on self, team and the work and can adapt the work programme, processes and actions accordingly.</li> <li>• Support the whole team in reflection, direction and adaptation.</li> </ul>
	<b>Risk Management</b>	<ul style="list-style-type: none"> <li>• Can effectively manage reputational risk which may result from working with stakeholders from different parts of the system.</li> <li>• Manages risk, escalates up and reports blockages when they occur</li> </ul>
	<b>Project Management</b>	<ul style="list-style-type: none"> <li>• Able to work on multiple projects effectively and facilitate engaging workshops.</li> <li>• Proactive and self-starting; seizes opportunities and acts upon them; takes responsibilities for own actions.</li> </ul>
	<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• Integrates sustainability into the Implementation Roadmap at the level of practice, resource, and relationships.</li> </ul>

## Personal qualities

The Community-led Prevention Partner Initiative workforce are innovative and creative, and must exhibit the following qualities:

- **People-focused:** Empathetic and supportive, act with integrity in all that you do. A personal commitment to preventing family violence and sexual violence and collaborate in positive and meaningful ways.
- **Action-oriented:** Curious, proactive and takes initiative; seizes opportunities and acts upon them; resourceful and learns by doing; takes responsibilities for own actions.
- **Adaptive:** Flexible and agile; open to new ideas; accepts changed priorities without undue discomfort; has an experimental mindset and recognises the merits of different options and acts accordingly.
- **Open and Courageous:** Seek diverse perspectives and value difference, comfortable in ambiguity, possess a growth mindset and courageous in actions.
- **Reflective and Strategic:** Can see the bigger picture through a bird's eye view and is able to respond in a strategic manner, critically reflective and can adapt activities to suit.
- **Cultural responsiveness:** Aware of the important place of indigenous leadership, strengthening relationships with mana whenua, and working with Te Tiriti o Waitangi at the centre of their practice. Understands Māori, Pasifika and other diverse community priorities and needs; is comfortable working with diverse communities and knows when to seek support.

## Qualifications/Experience

- Passionate about working and learning in an emerging field dedicated to preventing family violence and sexual violence before it occurs.
- A tertiary qualification in media, communications and/or related fields and/or other story telling methodologies (highly desirable).
- An understanding of the prevalence, drivers, risk and protective factors, and impacts of family violence and sexual violence, or a willingness to learn and develop on the job.
- Demonstrable understanding or experience of working to support and/or promote Māori aspirations.
- Demonstrated experience of the ability to communicate clearly in various mediums for diverse audiences.
- Ability to communicate key messages to diverse communities and audiences in simple, inclusive, and

engaging ways (e.g., community members, government officials, business, sport, education, local government, and community leaders).

- Experience managing websites, social media, electronic direct mailouts (EDMs), digital media channels, and Google Analytics.

## **Additional requirements**

- Valid New Zealand driver's license.
- You must have the right to live and work in New Zealand.
- Employment is subject to a satisfactory National Police History check.