

## Job Description – Advocacy and Communications Lead

*Ara Taiohi*

### Tūruapō

He taiao whakapūmau whakawhanake taiohi, e pūāwai mai ai a rangatahi

### Whakatakanga

Ka noho a Ara Taiohi hei kawau mārō i te mahi whakawhanake taiohi, i te hunga taiohi hoki, hei waha kōrero mō rātaou e taunaki nei i te rangatahi ā ka poipoia hoki ō rātou raukahā me ū rātou āheinga.

### Vision

An empowered ecosystem of youth development, where rangatahi thrive.

### Mission

Ara Taiohi exists to champion youth development and young people, advocating for those who work with rangatahi, and nurturing their capacity and capability.

## Our Values

### Pursue Mana Taurite

(Equity and Inclusivity)

We envision a world where every voice is heard, every culture is celebrated, and every young person has an equal chance to shine. Ara Taiohi is dedicated to fostering equity, ensuring that every young person receives the opportunity and support to thrive. We champion fairness and actively work to resolve systemic issues, creating an inclusive environment where rangatahi potential is recognised and nurtured.

### Uphold Kaitiakitanga

(Guardianship)

As guardians of youth development, we nurture the sector with best practices and innovative solutions. Guided by kaitiakitanga, we are stewards of the futures of both our youth and our sector, caring for their well-being and development with respect and responsibility. We pledge to protect, preserve, and enhance the resources and potential of our rangatahi, ensuring a legacy of empowerment and growth for generations to come.

### Practise Manaakitanga

(Care and Respect)

Our approach is grounded in aroha, care, and respect for all. Whether collaborating with youth workers or advocating for change, we lead with kindness and generosity. Manaakitanga is our commitment to nurturing and uplifting the mana of everyone we interact with. It is about fostering an environment of respect, generosity, and support, ensuring that every interaction acknowledges and empowers the inherent dignity and potential within each person.

### Weave Kotahitanga

(Unity)

Like the intertwined threads of woven harakeke, we bring people together, uniting our strengths to support the collective well-

being of our rangatahi. Ara Taiohi champions unity and collective action, weaving together diverse voices and strengths to create a harmonious and supportive environment. Our commitment to collaboration and shared purpose ensures that together, we build a stronger, more inclusive community

For more information about Ara Taiohi, please go to [www.arataiohi.org.nz](http://www.arataiohi.org.nz)

*Job Description – title*

**Purpose:** To implement strategic advocacy and communications advice and support, enabling the kaupapa, mission, purposes and goals to be realised.

**Responsible to:** CEO

**Hours per week:** 37.5 hours

**Salary range:** \$80,000-\$85,000 commensurate with experience

**Position Summary** The Advocacy and Communications Lead reports directly to the CEO and is responsible for advocacy and communication, supporting the work of Ara Taiohi to connect the sector, raise the standards, champion youth development and promote sustainability.

This is a role for a strategic communicator who understands how to act with influence and purpose.

**Key Relationships Internal:** Ara Taiohi CEO, Practice Lead, Operations Manager, Team Administrator, other contract staff and volunteers, Board and Rōpū

**Shared office:** team at VOYCE – Whakarongo Mai

**External:** Members of Ara Taiohi, others in the youth sector, Government, funders and general public

*Person specification*

**Essential criteria**

- Understanding of the responsibilities of working for a Tiriti-based organisation
- 3-5 years minimum experience in a comparable role/setting
- Strong writing skills, with the ability to share complex ideas simply; ability to write for a variety of audiences, story-telling and engagement
- Analytical skills and research skills
- Understanding of machinery of government and the political context for Aotearoa
- Relevant tertiary qualification e.g. Public Policy, Communications, Youth or Social Development
- Attention to detail, accuracy and quality
- Ability to set and meet deadlines and prioritise tasks, use initiative, work independently and collegially
- Ability to build and maintain relationships with stakeholder groups

- Interest in and commitment to young people and the sector that works with them
- Basic te reo Māori and understanding of te ao Māori concepts
- Comfortable using and maintaining digital engagement platforms

Desirable criteria

- Experience in not-for-profit/NGO sector and/or social services
- Experience and understanding of the youth development sector
- Media relations experience and contacts
- Experience in policy development and/or submissions
- Design skills and experience

*Essential Duties and Responsibilities*

Responsibilities	Measures
Create and execute a strategic advocacy plan that is both intentional and able to be responsive to issues as they arise.	Ara Taiohi advocacy mahi is planned, targeted and focused, to contribute to the vision, mission and goals of Ara Taiohi, with the ability to be responsive as required.
Maintain awareness of emerging political trends and government policies related to taiohi to identify key issues and opportunities for Ara Taiohi to champion youth development.  Highlight issues and work with the CEO to develop key messages, position statements, submissions, media statements.	Up-to-date knowledge is maintained and shared. Leadership is demonstrated in identifying opportunities for lobbying, advocacy and research.  Communications that reflect the position of Ara Taiohi are clear, accurate, robust and timely.
Develop and maintain effective relationships with peers within government agencies, research and advocacy communities and media.	Effective relationships create early opportunities to work collaboratively and proactively advocate taiohitanga across a range of settings.  Ara Taiohi is recognised as a trusted and essential source of information on youth development and working with young people.
Create and execute a Strategic Communications Plan that aligns with Ara Taiohi events, projects and priorities, and takes into account external impacts on young people and the youth sector, including policy developments.	Ara Taiohi communications are planned, targeted and focused, to contribute to the vision, mission and goals of Ara Taiohi, with the ability to be responsive as required.
Produce content, materials and messaging for a range of audiences and channels, including pānui, social media posts, website content, reports, presentations, briefings, position papers, submissions and media releases.	Timely communications materials are produced in line with the Communications Plan and responsive to any arising needs and opportunities.

	<p>Leadership is demonstrated in identifying needs and producing material in conjunction with the CEO and other project leads.</p> <p>Ara Taiohi web platforms, sites and social media pages are maintained to high standards.</p>
Develop and maintain high quality communication guidelines and resources (e.g. templates) that ensure a consistent style, format, and tone for Ara Taiohi. Maintain responsibility for Ara Taiohi brand. Provide proof-reading and editing support to the team.	<p>Ara Taiohi communications are produced to a consistent high standard according to plans, brand standards and guidelines.</p> <p>The voice and tone of Ara Taiohi reflect the membership of the organisation.</p>
Oversee the design and development of Ara Taiohi resources, working with members and contractors as required.	<p>Ara Taiohi resources are produced to a consistent high standard, and in line with brand standards and communications guidelines.</p>
Other tasks as requested by the Chief Executive.	To be agreed.

*General*

- Ad hoc project administration, including setting timeframes, monitoring deliverables and overseeing logistics
- Support the Operations team and other Ara Taiohi team as required
- Engage with and attend team activities and kōrero to ensure a cohesive organisation and culture