

Senior Advisor, Media Position Description

Business Unit	Systems, Strategy and Performance
Location	Wellington
Type	Permanent, full-time
Last Updated	May 2024

Purpose and role of Taumata Arowai

Taumata Arowai is the government-appointed water services regulator for Aotearoa New Zealand. It is a Crown agency governed by a Minister-appointed Board, with advice provided by Te Puna, our statutory Māori Advisory Group. Our responsibilities are to protect and promote drinking water safety and related public health outcomes. We also have an oversight role in the environmental performance of drinking water, wastewater and stormwater networks.

As part of our purpose to provide safe water for all through water regulatory services, we recognise Te Mana o te Wai, Te Tiriti o Waitangi and the Water Services Act 2021, as well as the Crown Entities Act 2004. We are committed to ensuring all communities have access to safe and reliable drinking water every day, and to achieve this we understand the need to develop strong relationships and work collaboratively across the sector.

Te Mana o te Wai is a fundamental concept focused on restoring and preserving the balance between water (wai), the wider environment (taiao) and people (tangata), now and in the future. For further information, please visit [Te Mana o te Wai | Taumata Arowai](#).

Spirit of service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under te Tiriti o Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Mō tēnei tūranga mahi | About this role

Position Purpose

The purpose of the Senior Advisor, Media is to manage media relations and relationships that enhance our reputation and credibility. Delivering proactive and reactive specialist advice, they will support people leaders and kaimahi across Taumata Arowai.

The Systems, Strategy and Performance Group is the strategic 'engine room' for Taumata Arowai. It provides our 'radar to the outside world', making and managing the connections between Taumata Arowai and other organisations in the wider system of resource management and water services, including the ministerial and Board interface.

Reports to	Communications Manager	
Staff	Nil	
Financial Authority	Nil	
Key Relationships	Internal Kaihautū o Puni Arowai (KOPA), Senior Leadership Team) Chief Executive Managers and kaimahi	External Media Public Local Government Water sector Ministers' offices/press secretaries Media peers in other agencies Water services sector Iwi Māori

Key Accountabilities

It is likely that the scope and functions of positions within Taumata Arowai will evolve over time.

Media Management

- Lead integrated reactive and proactive media strategy and engagement
- Manage media relations to enhance our reputation and credibility
- Prepare media releases and briefings, and manage responses using confirmed messaging to media inquiries
- Seek out opportunities to tell our story, provide positive case studies or successful outcomes we're involved in in the media
- Manage escalated media issues and risks on behalf of Taumata Arowai
- Act (when needed) as spokesperson for Taumata Arowai in responding to media queries and support and upskill identified business spokespeople

Strategic Advice

- Be responsible for media-related performance reporting measures
- Play a lead role in incident management and response
- Provide advice to the Chief Executive and KOPA (Leadership team) in the management of media matters
- Provide (or support provision of) proactive media training and advice to kaimahi, the Board and Te Puna Chairs as required
- Provide quality assurance and advice on the development of communications for Taumata Arowai

Relationship Management

- Develop and maintain effective working relationships with key media outlets
- Develop strong and meaningful relationships with mana whenua, iwi Māori and Māori organisations
- Develop and maintain effective working relationships with internal stakeholders to achieve Taumata Arowai outcomes
- Work closely with central and local government across the region including other agencies to ensure a strategic approach to delivery of Taumata Arowai media relations
- Contribute to the delivery of response activity in Taumata Arowai as needed

Health and safety for self

- Work safely and take responsibility for keeping self and colleagues free from harm
- Report all incidents and hazards promptly
- Know what to do and follow relevant procedures or instructions in the event of an emergency
- Cooperate in implementing return to work plans
- Comply with Health, Safety and Wellbeing policies

Ko koe tēnei | About you

Qualifications

- A tertiary qualification in Communications or similar

Experience

- Significant experience and confidence in managing media relations and media situations
- Experience in reputation and issues management, specifically in high profile environment
- Experience building relationships across the media landscape
- Experience in managing internal and external senior stakeholders

Skills, Attributes & Knowledge

- Understanding of political landscape and navigating a complex environment
- A sound understanding of New Zealand media environment and emerging trends in media
- Understanding of the machinery of government and the public policy making process
- Strong knowledge of communications principles and frameworks
- Ability to work under pressure, manage ambiguity and complexity, and be flexible
- Ability to build credibility with senior leaders to engage, influence and challenge where necessary
- A strong commitment to te reo Māori and te ao Māori expertise; and in developing strong and meaningful relationships with mana whenua and Māori organisations through a Māori communications lens
- Ability to think critically and strategically about issues and develop fit for purpose solutions
- Excellent written and oral communication skills
- Positive, proactive, 'can-do' attitude
- Ability to coach others to communicate effectively in public forums and with stakeholders

Our tikanga

The tikanga of Taumata Arowai are based on the guiding principles of Te Mana o te Wai.

Kāwanatanga – lead by example by upholding and role modelling positive partnerships and behaviours based on kaupapa Māori principles, knowledge of local kawa and tikanga. Our thinking and practices are guided and informed by the principles of the Te Tiriti o Waitangi and Te Mana o te Wai.

Kaitiakitanga – ensure appropriate action is taken to steward, protect and preserve the integrity of the mauri, mana and ora of wai and tangata for the future. Our actions are guided and informed by mātauranga Māori-led change where kaitiakitanga can be exercised.

Manaakitanga – act in a mana enhancing way, with care and respect for the mauri, mana and ora of wai and tangata. Our work supports and respects the interests, strengths, and aspirations of wai and tangata for long term intergenerational sustainability.