

<b>Role Title</b>	Communications and Marketing Coordinator
<b>Reports to</b>	Communications and Marketing Executive
<b>Key Working Relationships</b>	<p>Internal</p> <ul style="list-style-type: none"> <li>- A close working relationship with Whai Rawa Communications, Whai Rawa Management and wider team</li> <li>- Ngāti Whātua Ōrākei Group Communications team</li> </ul> <p>External</p> <ul style="list-style-type: none"> <li>- Ngāti Whātua Ōrākei whānau</li> <li>- Whai Rawa suppliers and professional advisors</li> <li>- Te Tōangaroa tenants</li> </ul>
<b>Purpose of the Role</b>	
<p>Working closely with the Communications and Marketing Executive and project leads within Whai Rawa, the Communications and Marketing Coordinator will provide support to ensure the communications and marketing needs of the organisation are delivered.</p> <p>The Communications and Marketing Coordinator will be responsible for managing all internal and external digital and social platforms for Whai Rawa including content creation, analytics and reporting. They will ensure messaging to the broad range of audiences is tailored, timely, accurate and consistent.</p>	
<p>The purpose of Ngāti Whātua Ōrākei Whai Rawa Limited (WRL) is to manage and administer assets received from the Ngāti Whātua Ōrākei Trust (“the Trust”), on a prudent, commercial and profitable basis for the commercial, cultural and social development of Ngāti Whātua Ōrākei. Over time, the size and value of the portfolio will grow.</p> <p>WRL will provide for the long term sustainable financial well-being of the Trust, and in doing so follow the following overarching principles (Ngā Mātāpono):</p> <ul style="list-style-type: none"> <li>(a) <b>Tino Rangatiratanga (self-determination):</b> WRL will support the hapū to be financially strong;</li> <li>(b) <b>Rangatiratanga (leadership):</b> WRL will demonstrate strong leadership, good governance, transparent decision making and cohesiveness to represent and serve in a manner that exemplifies unity and mutual respect;</li> <li>(c) <b>Manaakitanga (care &amp; host responsibility):</b> WRL will provide for active involvements in various host relationships within the wider community;</li> <li>(d) <b>Kaitiakitanga (guardianship):</b> WRL will safeguard and enhance the interests of land, people and resources for future generations;</li> <li>(e) <b>Kotahitanga (unity):</b> WRL will take leadership decisions aimed at fostering unity by making the collective interests its prime responsibility;</li> </ul>	

<p>(f) <b>Whanaungatanga (kinship):</b> WRL will involve the Trust in decision-making processes, and keep them informed of activities;</p> <p>(g) <b>Mana Taurite (equity):</b> WRL will ensure that all hapū members have equal access to opportunities as they arise; and</p> <p>(h) <b>Ahi kaa:</b> WRL will ensure the retention of land wherever possible.</p>
<p><b>Areas of Accountability</b></p>
<p><b>Health and safety</b></p> <p>It is everybody's responsibility to ensure that you and other team members are aware of, and follow, company Health &amp; Safety policies and procedures.</p>
<p><b>Content delivery</b></p> <p>The Communications and Marketing Coordinator will be responsible for:</p> <ul style="list-style-type: none"> <li>• Creating content calendar for digital and social platforms. Monitor the company's social media and online presence.</li> <li>• Coordinating, capturing and developing content for digital and social platforms including graphics, videos, photography and copy writing.</li> <li>• Updating and maintaining Whai Rawa managed websites.</li> <li>• Drafting and reviewing content for both print and web including the company website, blog, brochures, and newsletter.</li> </ul>
<p><b>Communications and marketing strategy</b></p> <ul style="list-style-type: none"> <li>• Assist with development and implementation of communications strategies and plans.</li> <li>• Assist with development and implementation of campaigns.</li> <li>• Make sure that all promotional and marketing materials meet the company's brand standards.</li> </ul>
<p><b>Other Tasks</b></p> <ul style="list-style-type: none"> <li>• Key point of contact for Whai Rawa communications and design projects.</li> <li>• Ensure databases are updated and administrative tasks for the Communications function are completed.</li> <li>• Coordinate meetings, press conferences, and presentations.</li> <li>• Assisting with organising promotional events and initiatives.</li> <li>• Research and procure services such as photography, videography, design.</li> <li>• Prepare monthly report on all marketing and communications activities.</li> <li>• Any other tasks that may reasonably be asked to complete.</li> </ul>
<p><b>Capabilities</b></p>
<p>Knowledge and understanding of te reo Māori will be an advantage.</p>
<p>Sound understanding of tikanga Māori.</p>

Can confidently manage content creation for social media and websites.
Proficient IT skills and knowledge of applications relevant to the role (e.g. Microsoft Office, Canva, Adobe Suite).
Excellent writing and communication skills.
Strong attention to detail.
Positive attitude with a willingness to provide the highest levels of internal and external service. Trustworthy and confidential.
Ability to work accurately and effectively under pressure.
<b>Qualifications and Experience</b>
Minimum two years relevant experience as a marketing or communications coordinator or similar role
Bachelor's degree in marketing, advertising, or communications
<b>Personal Attributes</b>
Approachability. Highly competent and courteous when working with stakeholders. Communicates effectively, demonstrates enthusiasm in stakeholder interactions.
Organising. Enjoys engaging in multiple tasks at the same time on the job. Tendency to enjoy and do well in a job which requires tasks to be completed simultaneously.
Time Management. Works in an organised manner. Produces quality work. Consistent in both work style and behaviour. Reliable, diligent organised and careful. Excellent time keeping, well prepared, and pays careful attention to follow up actions.