

Position Description

Position:	Communications Advisor
Wāhanga:	Chief Executive's office
Team	Communications
Location:	Wellington
Reporting to:	Manager, Communications
Salary Band	Korn Ferry 16
Delegations:	Nil

Te Kura Context

Te Aho o Te Kura Pounamu (Te Kura) is Aotearoa New Zealand's largest state funded school with a roll of over 30,000 ākonga (students) at any point of time. We offer a wide range of personalised learning programmes and courses, from early childhood to NCEA Level 3, including young adult and adult learners, which are mostly delivered online. We have kaimahi (staff) located throughout New Zealand, three quarters of who are Kaiako (teachers).

Our vision is to enable our ākonga to achieve their educational and personal goals, empowering them to become engaged and contributing members of their communities across Aotearoa.

Our ākonga are at the center of all we do.

Position Purpose

The Communications Advisor supports clear, consistent, and effective communication with internal and external stakeholders by providing high-quality advice and support. This role works closely with senior leaders and kaimahi (staff) to implement Te Kura's communication strategy, ensuring all messaging aligns with the school's brand and values. The Communications Advisor also contributes to content development, assists in managing communication risks, and supports cultural responsiveness—helping Te Kura build meaningful connections with the diverse communities it engages with across Aotearoa.

Te Kura Requirements

The position holder will carry out the position duties in a manner that supports and reinforces the vision, strategic priorities and values of Te Kura and complies with all Te Kura policies and procedures.

Te Kura is committed to providing a safe and healthy work environment and complies with the Health and Safety at Work Act 2015. As a position holder you are required to comply with all Te Kura health and safety policies and procedures and to take responsibility for your own actions. The position holder is required to report any health and safety risks and issues to their manager.

Key Accountabilities

<p>Communications Support and Advice</p> <p>Provide effective communications advice and support for business-as-usual activities within the Communications Team.</p>	<ul style="list-style-type: none"> • Support the implementation of Te Kura’s communication strategy and contribute to its periodic updates. • Develop and deliver targeted communication plans for specific issues as needed. • Work collaboratively within allocated wāhanga to ensure communications align with key initiatives and messaging. • Identify communication risks and opportunities, advising senior leaders and key stakeholders on effective responses and strategies. • Ensure all marketing and communication activities adhere to Te Kura’s brand and communication guidelines. • Advocate for and promote Te Kura’s brand both internally and externally. • Provide additional communications support as required, in coordination with the Communications Manager.
<p>Content Development and Management</p> <p>Deliver effective communications material and provide support for Te Kura.</p>	<ul style="list-style-type: none"> • Maintain and enhance content for Te Kura’s website and intranet, ensuring accuracy and relevance. • Manage and create engaging content for Te Kura’s social media platforms, aligning with best practices and organisational guidelines.
<p>Executive Support</p> <p>Contribute to the work of the Chief Executive’s office as required.</p>	<ul style="list-style-type: none"> • Manage the comms@tekura email account, responding to information requests as required. • Monitor the media@tekura email account and draft media responses as directed by the Communications Manager. • Write, edit, and proofread content for planning and reporting documents as needed.
<p>Cultural Responsiveness</p>	<ul style="list-style-type: none"> • Acknowledge all students’ culture, language, and identity, in particular Support priority learners, including Māori and Pacific students, in reinforcing their identity and fostering a sense of belonging within Te Kura. • Integrate identity, language, and culture into communications and marketing to enhance engagement and success for Māori ākonga. • Facilitate collaboration with iwi, Māori and Pacific organisations, and other key partners to improve student outcomes. • Demonstrate a deep understanding and respect for Pacific cultures, languages, and networks. • Recognise and respond to the diverse identities, languages, and cultural needs of Pacific learners. • Build and maintain respectful, collaborative relationships that support the learning and wellbeing of Pacific students. • Positively engage with Pacific learners across Aotearoa to strengthen

	connections and support their success.
Other Duties	<ul style="list-style-type: none"> The position holder is expected to perform such other duties as can reasonably be regarded as incidental to the Position Description and such other duties reasonably within their experience and capabilities as may be from time-to-time assigned following consultation.

Working Relationships

Internal: Communications Team, including the manager and communications advisors, Chief Executive and Senior Leadership Team (SLT), Chief Executive’s office staff, Deputy Chief Executives (DCEs) and their wāhanga kaimahi, Managers and Team Leaders, All Te Kura staff.

External: Media outlets, External stakeholders and partners, Ākonga, supervisors, parents, and whānau.

Qualifications, Attributes and Experience

Essential	Preferred
<ul style="list-style-type: none"> Demonstrated hands-on experience in communications, including digital and social media. Skilled in managing and engaging across various online and social media platforms, with experience in strategy implementation and feedback monitoring. Strong writing and editing abilities, with a keen eye for detail. Proven track record of meeting deadlines while managing multiple priorities effectively. Excellent relationship-building and stakeholder engagement skills. Proficient in using content management systems for online publishing, along with other commonly used software. Collaborative team player who thrives in a cooperative work environment. Experienced in developing and executing communications strategies and plans. Open to learning and developing an understanding of Te Reo Māori or a Pacific language. Capable of multitasking and working efficiently within tight timeframes. Strong analytical skills with the ability to communicate complex ideas clearly and concisely. 	<ul style="list-style-type: none"> A tertiary qualification in Communications, Marketing, or a related discipline. Experience working within the education sector. Understanding of Te Tiriti o Waitangi and its relevance to communications, with the ability to collaborate with stakeholders to uphold its principles. Proactive mindset with the ability to think creatively and identify opportunities for process and strategic improvements. Experience managing media relations, including working with news media and coordinating advertising placements.