



Welcome to Pasifika Futures: Prosperity for Pacific Families

Our Vision

- All families living in safe, healthy homes and communities and able to support themselves.
- Smokefree Pacific families, workplaces, churches and communities. Healthier, happier communities.
- A great start to the future. All Pacific children starting school participate in early childhood programmes.
- All young people leaving school into training, trades, employment or further education.
- All older people cared for, cherished and valued
- All parents supported to strengthen their parenting skills.
- All Pacific people with disabilities supported to participate in community and achieve their dreams
- Pacific people living long, healthy and prosperous lives.

OUR VALUES

Families

Families are the core of our communities and influence all we do and all that we are. We are committed to working with family groups and collectives.

Diversity

We recognise and celebrate the many cultures and communities that make up the “Pacific Community”. Our approach and interventions will be inclusive of all members of our communities. We are “Pacific”.

Strength Based

We focus on what is possible, building on our collective strengths. We believe passionately in self-determination and working to empower our communities.

Service

We are humbled by the privilege to serve our families and communities.

Leadership

We will lead with boldness and courage and aspire to excellence in all we do.

Integrity

We do what we say we will do. We will operate in a transparent manner holding ourselves accountable to the highest standards.

Reciprocity

We value our partners and respect the relationships we have. We can achieve more working together. We will respect those we work with and recognise the strengths they bring to our work. We value and nurture the relationships with our stakeholders.

How we work

Our aim is to see all families living in healthy homes and communities, prosperous, employed and contributing to the success of New Zealand.

Our family-centric approach recognises that the best solutions to family challenges will come from Pacific families themselves. What we need to do is harness the power of Pacific networks, culture and communities.



From Invercargill to North Cape, Pasifika Futures will partner with contracted service providers, churches, community groups, sports clubs, and youth groups to support families.

Our role is to help families navigate their way from opportunity to empowerment to prosperity.

Position Description

Objective

The purpose of this role is to support the Communications Manager to deliver strategic communications advice and services on an account management basis to specific Whanau Ora partners and key stakeholders and/or programmes of work within the organisation.

This role requires an experienced communications professional able to think strategically and manage their own time and their relationships with others effectively.

The Communications Advisor may be co-located and is expected to work collegially and flexibly with others across the organisation to create a seamless client service. The role may be reassigned in response to changing requirements.

Job Specification

Reports to:	Communications Manager
Region:	National role
Location:	Auckland
Industry Influence:	The Communications Team supports Pasifika Futures to engage effectively with its external partners and key stakeholders. It also fosters strong engagement with the Pacific community and the Media through the design and development of communications strategies and the delivery of specialist advice and services.
Key Partnerships:	
Authority Levels:	<ul style="list-style-type: none">• None
People reporting:	<ul style="list-style-type: none">• None

Core Responsibilities

Lead our Values

- Keeps the organisation's vision and values at the forefront of decision-making and action.
- Be a model for the values of the business both internally and externally

Primary Responsibilities

Responsibilities of this position are expected to change over time as the organisation responds to changing needs. The incumbent will need the flexibility to adapt and develop as the environment evolves.

The key responsibilities of the Communications Advisor are:

Delivers quality results which contribute to Pasifika Futures' outcomes

- Assist with the development of communications strategies and plans, and work with key partners and stakeholders to implement those strategies and plans.
- Lead and assist the development of communications material as required, including material for the Minister's office, Board meetings and Senior Management.
- Work alongside the Communications Manager to develop and deliver internal communications and external stakeholder engagement.
- Work with the media to plan proactive media activity and develop and deliver responses to queries.
- Assist with the drafting of Ministerial briefings for the Ministers of the Crown.

Brand awareness is increased

- Writing various types of articles on a range of topics for the web.
- Building and managing Pasifika Futures social media profiles and presence, including Facebook, You Tube and other additional channels that may be deemed relevant.
- Assist in organising events such as conferences, seminars, workshops and receptions.
- Provide assistance on press releases, contributed articles, presentations, events and conferences using strategies we encourage our partners to use to showcase our abilities to produce results.
- Create compelling marketing campaigns.
- Liaising and networking with a range of stakeholders including Government agencies, diverse communities and partner organisations.

Delivers a targeted service to internal and external partners

- Works to a high standard and always looks for ways to do things better.
- Identifies the needs or expectations of customers.
- Works hard to meet customer deadlines.
- Always looks to improve service.
- Maintains professionalism.
- Explore new ways of engagement to reach our Pacific families and communities.

Manage constructive working relationships to achieve desired results

- Participates as an active team member and contributes knowledge and expertise needed to achieve Pasifika Futures' outcomes.
- Develops effective working relationships with other staff members and works closely with the Communications Manager.
- Builds and maintains effective relationships and partnerships with internal and external stakeholders, as necessary, in order to identify and share best practice information and to promote the Pasifika Futures services.
- Represents whole-of-organisation views and protects its reputation in any external interactions.

Action oriented

- Takes responsibility for own work, recognises opportunities and acts with a minimum of direction.
- Self-starter.
- Seeks input if required.
- Recognises and acts on opportunities.
- Models positive behaviours and the desired values and culture of the organisation.
- Willingly shares knowledge, expertise and within the team and with others in the organisation.
- Acts with honesty and integrity.
- Welcomes feedback and is receptive to input from others.

Knowledge, competencies/skills and Experience

- Strong writing, editing and oral communications skills.
- Experience in communications strategy and planning, and in the design and delivery of written media, external and internal communication material.
- A demonstrated ability to take a strategic, proactive approach to media management, internal communications and stakeholder engagement.



- Understanding of Pacific Whānau Ora work, decision-making and operating procedures.
- Ability to set priorities and manage time effectively.
- Exhibits and model Pasifika Futures Value Expectations:
- Developing Strategic Relationships - Using appropriate interpersonal styles and communication methods to influence and build effective relationships with business partners (e.g., peers, functional partners, external vendors, and alliance partners).
- Communicating with Impact - Expressing thoughts, feelings, and ideas in a clear, succinct, and compelling manner in both individual and group situations; adjusting language to capture the attention of the audience.
- Driving for Results - Setting high goals for personal and group accomplishment; using measurement methods to monitor progress toward goal attainment; tenaciously working to meet or exceed those goals.
- Understanding and relationship with Pacific communities including knowledge of the challenges that Pacific families face

Highly Desirable:

Tertiary qualification, preferably in a related area (PR, communications, journalism) and/or comparable relevant experience.

Fluency in a Pacific language.