



Te Hiringa Hauora/Health Promotion Agency

Position Description

Title	Senior Account Lead
Group	Communications and Capacity
Reports to	Team Lead, Marketing
Date	September 2020

Overview

Ko te waka hauora
E whakaterere ki tawhiti
Ki a ngā whetū e arorangi

*May we on this waka
Navigate to the morning dawn
Guided by our celestial ancestors*

Te Hiringa Hauora is a Crown entity with a mission of the unrelenting pursuit of wellbeing.

Te Hiringa Hauora is committed to establishing and embedding behaviours within our organisation that see Te Tiriti o Waitangi embedded and Māori aspirations enacted internally and evidenced in all of the work we undertake externally in the pursuit of our mission - Te Hiringa Hauora.

Purpose of Te Hiringa Hauora

Our purpose	<p>Our role is to lead and support health promotion initiatives to:</p> <ul style="list-style-type: none">• promote health and wellbeing and encourage healthy lifestyles• prevent disease, illness and injury• enable environments that support health, wellbeing and healthy lifestyles• reduce personal, social and economic harm. <p>We also have a specific advice and research role about alcohol related harm.</p>
Our mission	<p>Te Hiringa Hauora – The unrelenting pursuit of wellbeing.</p>
Our vision	<p>We place children, young people and communities at the core of what we do. For the future to be different, children and young people need to thrive. Communities need to be supported to meet their needs and goals.</p> <p>We bring to this kaupapa our knowledge, resources and influence so:</p> <ul style="list-style-type: none">• people can take action, be effective, and influence their own life• communities meet their needs and goals environments and systems are enablers not barriers.
Our values	<p>We live by our values. They are:</p> <ul style="list-style-type: none">• Agile.• Approachable.• Inspiring.• Trusted. <p>The values are a foundation for us. They form the basis of our culture, our operating style, our priorities, and the performance standards we set for our people.</p>

About the role

The purpose of the role is to provide marketing and communications advice and support to assigned programmes and lead and deliver a range of projects and initiatives, as required.

Relationships

Internal

- Programme Marketing and Communications Manager.
- Team Leads and team members in Programme Marketing and Communications.
- Assigned programme operations and research teams.
- Corporate Communications Manager and team.
- All other Te Hiringa Hauora staff and contracted resources in respect of research, policy and other areas of technical and specialist services.

External

- Marketing and communication agencies/suppliers, particularly those associated with creative and associated production, media (direct and digital) planning and buying, associated strategy development and planning, and market research.
- Māori, Pasifika, and other relevant audience experts
- Key programme-related stakeholders.
- Government agencies and non-government organisations.
- Agencies in relevant programme areas.

Dimensions

Location Wellington

Accountabilities

- Provide marketing and communications advice and lead strategy, development and implementation of campaigns, resources, digital tools and other Te Hiringa Hauora programme initiatives.
- Develop and deliver marketing and communication strategies, plans and tactics with a focus on results, budget and time management and stakeholders.
- Deliver equitable outcomes for Māori and Pasifika audiences.
- Manage procurement and oversight of suppliers eg, advertising agencies.

- Contribute knowledge to marketing strategies, social media and wider digital channel approaches, community led interventions, building evidence-bases, marketing research and insights and other marketing craft expertise.
- Develop an understanding of evidence base, and target audience insights to inform more effective marketing and communications strategies and approaches.
- Management of stakeholders and relationships.
- Support overall programme planning and lead marketing and communications planning and implementation for projects.
- Undertake other tasks from time to time as agreed with the Marketing Team Lead or Manager Programme Marketing and Communications.

Leadership

- Regularly demonstrate a positive, open and collaborative manner when contributing to your team, group and Te Hiringa Hauora values and activities.
- Support Te Hiringa Hauora culture and values by demonstrating them in all dealings with stakeholders and other staff members.
- Share expertise and knowledge within your team, and across Te Hiringa Hauora.
- Ensure the delivery of projects to agreed deadlines and meet reporting requirements against key accountabilities.
- Take responsibility for building and maintaining strong relationships with internal teams.
- Develop projects in partnership with internal and external stakeholders including key Māori, Pasifika and youth stakeholders.
- Deliver against Te Hiringa Hauora Māori and Pasifika approaches.

Te Tiriti o Waitangi

- Commit to recognising and acting upon the articles of Te Tiriti o Waitangi;
 - Kāwanatanga
 - Rangatiratanga
 - Ōritetanga
- Contribute to the improvement of Māori wellbeing.

The position description may be varied from time to time, to reflect that roles may evolve over time and/or to reflect the changing requirements of Te Hiringa Hauora. Your input will be sought prior to making any changes to your position description.

Essential skills and experience

- At least five years' demonstrated and successful experience in a senior marketing role.
 - Strong communication and interpersonal skills, including written and oral communication across cultures and across a broad sector of organisations and individuals, and the ability to foster good communication among others.
 - Experience with delivering effective marketing approaches for Māori and Pasifika audiences.
 - Significant project management and administration skills.
 - Ability to effectively develop, lead and coordinate multiple activities and monitor outcome achievement.
 - Enterprising thinking and the ability to deliver results using evidence-based insights.
 - An ability to build strong internal and external relationship skills in complex environments.
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For more information see www.hpa.org.nz