



Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Our kaupapa

Te Toi Huarewa striving to achieve whai mana (equity), whai ora (quality healthcare) and whai rangatiratanga (sustainability) for all.

Our values

Whai Mana Achieving health equity for all, particularly for Māori.

Whanaungatanga Inclusiveness and a sense of belonging.

Manaakitanga Caring and showing respect for each other.

Mana Motuhake Enabling people to be in control of their own health and wellbeing.

Whai Ihi Expressing passion pertaining to our knowledge and expertise.

Position Title: Communications Manager

My position provides oversight of WBOP PHO and its network's communication function. I provide trusted advice to WBOP PHO's leadership team and am responsible for raising the PHO profile and promoting its role.

I support the production of high quality internal and external communications, and the development and implementation of the PHO's communications and engagement strategies.

My position is in the CEO office, and I report to and support the CEO.

The everyday mahi

- Developing and coordinating the implementation of WBOP PHO's communications and engagement strategy in consultation with the leadership team.
- Managing WBOP PHO's brand and ensure communications tools and resources align with the brand strategy and style.
- Managing communications with media, including liaising with media, writing media alerts and other material, and preparing WBOP PHO spokespeople for media interactions.
- Managing WBOP PHO's website and social media platforms (with the support of WBOP PHO's IT function, website editor and other teams) to ensure they remain current and meeting the changing requirements of users.

- Actively contributing to the preparation and production of the weekly practice update and bi-monthly PHO newsletters.
 - Supporting the development and implementation of an internal communications strategy.
 - Developing and implementing communications plans for specific initiatives.
 - Seeking new methods of engagement and communication as required.
 - Active participation in internal, local, and regional hui and fora as appropriate to support achievement of the above outcomes.
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Outcomes I'm responsible for

- Developing high-quality communications for a range of channels, including newsletters, website and intranet, articles, and other material. This will include project management and writing content to suit a range of different audiences.
 - Effective communication with key stakeholders to ensure alignment of appropriate resources, activities and objectives.
 - Demonstrating effective and meaningful relationships at all levels within the PHO and across its external stakeholders, particularly the Iwi network.
 - Strengthen relationships and ongoing engagements with key vendors, suppliers and other providers across our service environment to maximise access to and utilisation of available resources, tools and other resources.
 - Ability to establish and maintain supportive relationships within a team environment.
 - Other duties and project work as required.
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I'll bring to the role

- Significant hands-on communications experience, including media management and development and implementation of strategic communications plans.
- A related tertiary qualification.
- Proven qualities of confidentiality, judgement and diplomacy with a demonstrated commitment to customer service.
- The ability to demonstrate flair and an attitude of continuous improvement together with a high level of initiative and self-confidence.
- Excellent written communications skills, with the ability to distill complex and sensitive information into plain English.
- A high level of competence in MS Office suite along with well-developed analytical skills.
- Ability to work independently and use initiative.
- An approachable and friendly manner, with excellent interpersonal skills, capable of engaging with a range of stakeholders.
- Knowledge of the health and disability sector.
- Knowledge and understanding of Te Tiriti o Waitangi.