



Kaitohutohu Pāpāho - Communications Advisor

Location: Sport Whanganui Office

Reports to: Strategic Communications & Impact Lead

Hours of work: 0.8 - 1FTE (32 - 40 hours per week)

Key Internal Relationships

- C.E.O
- Strategic Communications & Impact Lead
- Corporate Business Manager
- Office Manager
- Media & Brand Support
- Active Communities Team
- Active Wellbeing Team
- HAL Team

Key External Relationships

- National, regional and local sport and active recreation providers
- Sport New Zealand
- District and Regional Councils
- Regional stakeholders, funders, sponsors and partners
- Media organisations
- Technology providers i.e. website, print vendors
- Business Community

About Sport Whanganui

Sport Whanganui is a Charitable Trust governed by a board of trustees and managed by a Chief Executive Officer. As one of 18 regional Sports Trusts (RST) nationally servicing our geographical area of Rangitīkei, Ruapehu and Whanganui. Sport Whanganui are funded through various regional contracts (such as Sport NZ, Te Whatu Ora) as well as securing sponsorship and funding applications.

Sport Whanganui's Vision

Whanganui, Ruapehu and Rangitīkei are the most active communities in the motu.

Sport Whanganui's Purpose

Activate, connect, and strengthen our communities to enhance their health and wellbeing.

Sport Whanganui's Strategic Outcomes

Activate the Future / Whakahohe – NEW REACH, NEW MODES, NEW PLACES. Support our communities to try new things, in new ways, by creating new opportunities and partnerships across our region.

Strengthen the Core / Whakapakari – ACTIVE FOR LIFE, SUPPORTING OUR FOUNDATION. Empower our community to think differently and create a strong future that supports people to be active, healthy, and connected.

Connect our Community / Hononga – STRONG RELATIONSHIPS AND PARTNERSHIPS, DIVERSITY AND REPRESENTATION. As our diverse communities continue to change, we will build meaningful relationships and partner with people and organisations to extend our reach and impact.

Purpose of Role

The Kaitohutohu Pāpāho - Communications Advisor delivers high-quality communications and marketing activity that promotes Sport Whanganui's programmes, events, and impact. This role is responsible for bringing campaigns, content, and channels to life in alignment with the strategic direction set by the Strategic Communications & Impact Lead.

Key Responsibilities

Media and communications

- Work collaboratively across Sport Whanganui to plan and deliver engaging written and visual communications across multiple channels, including websites, social media, and newsletters.
- Support the Strategic Communications and Impact Lead with the development of communications strategies and plans, and their implementation.
- Write, edit, and distribute media releases, newsletters, and stakeholder communications.
- Identify opportunities to improve audience engagement and explore new and innovative communication approaches.
- Build positive working relationships with staff, partners, media and community stakeholders.

Digital communications and content creation

- Maintain and regularly update Sport Whanganui webpages and social media, ensuring plain English, positive language, accessibility, and brand guidelines are applied across all channels.
- Develop timely and engaging multimedia content, including videos, graphics, and infographics.
- Monitor digital performance and engagement and provide recommendations for improvement.

Storytelling and insights support

- Contribute to organisational reporting and publications, including annual reports, impact reporting and campaign summaries.
- Support surveys, workshops, feedback gathering and post-event evaluation processes.

Brand, compliance and best practice

- Ensure communications comply with legal, ethical, accessibility and organisational policy requirements.
- Stay updated on communication best practices, emerging trends, and technological advancements, including practical applications for A.I.
- Provide advice, education and training to staff on brand standards, communications tools and channel best practice.

- Support teams to create high-quality, on-brand resources using Canva and other digital design tools.

Event communications and support

- Videography and photography support at events and community activations.
- Liaise with media partners around event requirements.
- Support promotion and storytelling before, during and after events.

Te Tiriti o Waitangi

- A commitment to personal development of Māori Tikanga, Te Reo, and knowledge of Te Ao Māori.
- Show leadership of commitment and strong understanding of Te Tiriti o Waitangi and the principals of partnership, participation, and protection.
- Establish and maintain effective professional relationships focused on the wellbeing of our staff and ultimately the community by demonstrating commitment to ongoing professional learning and development of personal practice relating to Te Tiriti o Waitangi.
- Continue to develop understanding of Te Tiriti o Waitangi, knowledge of Tikanga Māori and the appropriate usage and accurate pronunciation of Te Reo Māori.
- Demonstrate a commitment to bicultural partnership in Aotearoa, working effectively within the bicultural context.
- Actively participate in the partnership with Mana Whenua and Māori.
- Ensure the Treaty of Waitangi and its principles of Partnership, Protection and Participation are acknowledged and reflected in the implementation of the initiative.

Key Outcomes

Success in this role will look like:

- Clear, consistent and high-quality communications.
- Strong engagement across digital channels.
- Effective promotion of programmes and events.
- Timely and professional delivery of campaigns.
- Clear alignment with organisational brand and messaging.

Person Specification

Be one of those people with the ability to connect, relate and respect others. Be a great listener and a reliable team player. Instinctively think strategically and apply that thinking in practical ways. Apply your storytelling skills and digital savvy to help our communities understand who we are, and what makes us tick. Be proactive, creative, curious and keen to get it done!

Ideally applicants will have a tertiary qualification and/or experience in a relevant field.

Key Competencies

Essential

- Excellent written and oral communication skills, with a strong attention to detail.
- Experience developing and implementing creative communications or marketing plans.
- Strong design skills and a demonstrated ability to create content that aligns with brand guidelines.
- Excellent organisational skills with the ability to manage multiple deadlines.
- Solid understanding of social media landscape.
- Creative problem-solver and comfortable providing advice.
- Collaborative team player with a desire to learn and grow in the role.

Desirable

- Experience and understanding of reporting and evaluating projects or campaigns.
- Interest in digital technologies, systems and tools i.e. AI.
- Knowledge of the Sport, Active Recreation, Play and Health communities at a local and national level.
- Knowledge of our Whanganui community including iwi & hapu.
- Knowledge of Te Ao Māori and diversity with the ability to demonstrate commitment to Te Ao Māori cultural competence & cultural capability development.
- Current NZ driver's license.

Personal Qualities and Expertise

The Sport Whanganui workforce is innovative and creative, and must exhibit the following mindsets and qualities:

- **People focused** – Empathetic and supportive, act with integrity in all that you do. A personal commitment to social change and collaborative in positive and meaningful ways.
- **Action-orientated** – Curious, proactive and takes initiative, seizes opportunities, and acts upon them, resourceful and learns by doing, takes responsibility for own actions.
- **Adaptive** – Flexible and agile, open to new ideas, accepts changed priorities, has an experimental mindset, and recognizes the merits of different options and acts accordingly.
- **Open and courageous** – Seek diverse perspectives and value difference, possess a growth mindset and courageous in actions.
- **Reflective and strategic** – Can see the bigger picture; is reflective and can adapt to suit community needs. Is comfortable working within diverse communities.
- **Cultural responsiveness** – Aware of the important place of indigenous leadership, strengthening relationships with mana whenua, and working in a bi-cultural context. Understands and knows when to seek support.

Qualifications / Experience

- Ideally a tertiary qualification and 1-2 years' experience in a similar communications, design or marketing role.
- Experience using Canva, Adobe InDesign, or similar design tools.
- Experience managing social media channels (i.e. Facebook, Instagram, LinkedIn, YouTube) and websites.
- Proficiency with video editing software and all aspects of video and photographic production (desirable).

Commitment

- That it is a 32-40 hour-a-week position working from the main office.
- An appreciation that your wellbeing and family is a priority to support our balance of workplace ethos and professionalism.
- To be part of an amazing team who support each other who work together to create an environment which is productive and fun.

What you will gain

This role offers a real opportunity to tell the Sport Whanganui story in a way that strengthens connection, visibility, and impact across the region. You'll be a part of a passionate, community-focused team developing and delivering initiatives that progress favourable outcomes for our community.

You will build strong relationships with stakeholders from within and outside Sport Whanganui, supporting a wide range of diverse projects as well as ensuring sustainable foundations for the organisation.

Sport Whanganui is committed to supporting the professional development of our people. Where training is required to support the successful performance of the role, it will be provided because, as you learn and grow, so do we.

Variations

From time to time, it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.