

## Job Description

### Position Information

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<b>Position:</b>	Senior Communications Specialist – Policy and Advocacy
<b>Location:</b>	Auckland
<b>Reports to:</b>	Head of Policy and Advocacy
<b>Team:</b>	Policy and Advocacy
<b>Grade:</b>	17
<b>Direct Reports:</b>	0

### MHF Purpose

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#### Whakataukī

*Mauri Tū, Mauri Ora* (Creating space for, and unleashing the life force found in all things).

#### Mission

Our whakataukī informs the Mental Health Foundation (MHF) mission:  
"Lift the mental health and wellbeing of all people in Aotearoa New Zealand."

#### Te Tiriti o Waitangi

In working to its whakataukī and mission, the MHF is on a journey as a Te Tiriti based organisation.

#### Values

All MHF staff members, processes and relationships aim to work in ways that align with the MHF organisational values:

- **Ōritetanga** - fairness and equity
- **Tika, Pono, Aroha** - respect, truthfulness, compassion
- **Whanaungatanga** - trusted relationships, whānau centred
- **Te Pae Tawhiti** - innovation
- **Toitū** – sustainability

### Organisational expectations and performance indicators

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- Demonstrates strong interpersonal skills with the ability to communicate with a wide range of individuals effectively and courageously in a diverse environment.
- Able to manage time by organising and planning effectively (prioritising, project management, meeting deadlines, being at work and meetings on time).
- Delivers work to the level of quality expected, on time, and within budget.

- Operates in a manner that recognises and upholds the significance of being a committed Te Tiriti o Waitangi partner.
- Adheres to MHF's policies and procedures.

## **Purpose**

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This role guides and leads the delivery of communications for the MHF's policy and advocacy function.

It ensures the strategic planning, development and delivery of communications and marketing activities as an important advocacy tactic. Working alongside policy analysts, the role aims to increase understanding, support and engagement across a range of policy and advocacy issues, projects, petitions and campaigns.

The role will ensure communication of policy positions and issues is evidence-based and will reach and engage priority audiences. This role is a key connector for translating complex issues into clear, engaging communications that are accessible and impactful. This involves collaborating both internally and with external stakeholders, to ensure knowledge expertise, relevance, impact and alignment with established policy positions.

## **Key Relationships**

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### **Internal Relationships:**

- Policy & Advocacy team
- Marketing and Fundraising teams
- Programmes and Resources team
- Organisational Services team
- People & Culture team

### **External Relationships:**

- Media agencies and journalists
- Advertising and creative agencies
- Government agencies and crown entities
- Organisations representing people with lived experience of mental distress
- NGOs including Māori and Pasifika organisations
- advocacy groups and academics.
- Other contractors as required.

## **Key Responsibilities**

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### **Policy and Advocacy Communications and Marketing**

- Develop and lead communication strategies to promote policy issues, policy positions, and advocacy tactics, translating complex policy issues and data into clear, meaningful, and actionable communications.
- Develop key messaging and communication plans for projects and campaigns.
- Develop engaging digital and printed assets and written content including for websites, e-newsletters, social media, and traditional media outlets.
- Review other policy and advocacy content, including submissions or position papers as required.
- Be responsible for identifying the intended primary audience for communications and designing with them in mind.
- Create design briefs, source quotes and liaise with designers and other suppliers (e.g. photographers, videographers) to oversee the production of content through the design process.
- Engage in consultation with internal and external stakeholders to gather insights and advice that inform and shape communication that is accessible, impactful, culturally sensitive, on brand and resonates with target audiences.
- Work with the Brand and Communication Manager and other communications and fundraising teams to ensure clarity and consistency in MHF messaging and support strategic approaches.
- Provide strategic communications advice and direction to Head of/ELT to support project development and delivery and manage and address any issues or setbacks.
- Contribute to, and organise, the evaluation of, projects and campaigns post-completion.

### **Media services and stakeholder management**

- Liaise directly with relevant stakeholders, maintaining strong, positive operational relationships.
- Identify and where appropriate respond to media coverage relevant to the policy and advocacy issues and projects, including to significant and emerging events and issues.
- Respond to media enquiries, produce media releases, statements and articles and provide information to media as required.
- Source and recruit talent for media stories and marketing and fundraising activities.

## **Relationship and Stakeholder Management**

- Work in close collaboration with internal and external specialists to ensure key insights and expert advice is included in all communications.
- Cultivate and maintain strong relationships with core stakeholders including NGO's and advocacy groups, community partners, government agencies, and media agencies.
- Collaborate with stakeholders to identify opportunities for partnerships and joint initiatives to advance advocacy efforts.
- Collaborate with internal teams to develop content that is accessible, culturally sensitive, on brand and resonates with target demographics.
- Work effectively with communications contractors such as graphic designers and videographers to deliver high-quality work.

## **Administration**

- All staff at the MHF are required to manage their own files, this includes format naming, dating and saving all work correctly in the shared SharePoint structure.
- Seek learning opportunities to develop and maintain own professional development.
- Model behaviour that contributes to building a positive team culture

## **Person Specification**

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### **Essential criteria**

- Several year's experience in a communications and marketing.
- Tertiary qualification in communications, marketing, public health or related field.
- Proven experience in public health or advocacy communications, with a focus on mental health, health or social justice initiatives.
- Communications practitioner skills including writing, editing, interviewing, proofreading, preparation and overseeing the production of publications.
- Marketing skills including developing, executing and reporting against marketing strategies, collateral development, brand development and audience testing.
- Excellent written and verbal communication skills, with the ability to convey complex information in a clear and compelling manner.
- Experience in Social marketing, social media and campaigning approaches
- Experience developing and delivering effective communications and marketing strategies.

- Ability to build/maintain relationships with stakeholder groups.
- Ability to use initiative and work collaboratively within a team environment.
- Time management with an ability to prioritise and meet deadlines.
- Understanding of, and experience with people from a wide range of cultures/ ethnicities and life experiences strong interpersonal skills and able to effectively communicate.
- Understanding of the Te Tiriti o Waitangi and practical application.
- Existing knowledge of and willingness to grow and extend knowledge of te ao Māori and te reo Māori.

### **Desirable criteria**

- Knowledge of te ao Māori and te reo Māori.
- Previous involvement with a public/social marketing/advocacy campaigning.
- Experience in advocacy.
- Project and budget management experience.
- Previous work experience in an NGO sector or public sector.