

ARO TŪRANGA DESCRIPTION OF POSITION AND RESPONSIBILITIES

Kaimanaaki Pāpāho | Media Advisor

PŪTAKE TŪRANGA – POSITION PURPOSE

To contribute to the Science Media Centre's aim to enhance the quality, depth and breadth of media reporting on science-related issues in Aotearoa by delivering an effective programme of content, resources and activities

NGĀ TŪHONOHONO – RELATIONSHIPS

Reports to: Tumū Pāpāho Rau Pūtaiao | Director, Science Media Centre

Relationships: All Science Media Centre staff, New Zealand media organisations and individuals (including Māori and Pacific media), New Zealand research institutions and individuals (including Māori and Pacific researchers), journalism and science communication training organisations, Ministry of Business Innovation and Employment, other Science, Innovation & Technology stakeholders, members of the global SMC network

MĀNGAI PŪTEA – FINANCIAL AUTHORITY

Budget expenditure: nil

TE MAHI – KEY TASKS AND ACCOUNTABILITIES

Communicating with New Zealand media

- Acting as a first port of call for media seeking science-based information and contacts
- Proactive targeting of media with science stories and topics
- Successfully handling media queries in a timely and positive manner
- Expanding network of relationships with New Zealand media
- Availability to be on call after hours (as part of a duty roster shared with other SMC staff)

Communicating with New Zealand science, research and innovation community

- Proactively identifying expertise on topics attracting media attention
- Providing resources and support to scientists who are engaging with the media
- Expanding network of relationships with New Zealand researchers
- Cultivating productive relationships with research institutions' communications professionals

Content generation and maintenance of Science Media Centre's digital platforms and presence

- Demonstrating strong editorial judgement and understanding of New Zealand news media priorities
- Researching, writing, editing and distributing media releases, written and multimedia material to agreed deadlines.
- Creating and uploading content for the Science Media Centre's websites, platforms and channels
- Working collaboratively with SMC staff to meet agreed targets for content generation and uptake

Contributing to effective delivery of SMC services

- Working with team members to extend and continuously improve the SMC's core services
- Demonstrating awareness of all Science Media Centre activities so that ideas and programmes can readily be communicated to broader audiences
- Contributing to the SMC's programme of events and activities to encourage media engagement
- Monitoring media impact and collating information for Science Media Centre reporting purposes
- Planning, organising and promoting Science Media Centre events as required
- Ability to travel on occasion around NZ

Other duties as requested from time to time

NGĀ WHANONGA PONO - BEHAVIOURAL COMPETENCIES

Teamwork

- Takes responsibility for creating a positive environment in which colleagues are able to work to their full potential.
- Builds co-operative relationships internally and externally and participate willingly in team activities.
- Contributes to team/organisational success
- Exchanges information freely and volunteer ideas that help
- Supports group decisions

Delivers Results

- Achieves results by following instruction from a range of individuals within the organisation
- Demonstrates initiative, creativity and innovation.
- Commitment to achieving at a high level at all times.
- Self-motivated with ability to work with little or no supervision.

Relationship Management

- Relates well to people inside and outside the organisation and builds appropriate rapport.
- Has proven customer service skills.
- Positively interacts with staff and clients. Is proactive in relationship building.

NGĀ UARA - INTERNAL VALUES

Te Whakaute Respectful

- We seek, embrace and value āhuatanga Māori
- We seek, embrace and value diversity
- We are kind and we take an interest in others' wellbeing
- We are open to new ideas and we listen to others

Ngā Ture Proactive

- We plan and look ahead
- We think ahead of the curve
- We look for opportunities and anticipate problems
- We accept mistakes
- We have a mind-set of growth, creation and innovation

Te Mahi Tahi Collaborative

- We listen, share and embrace others views
- We ask for input and offer assistance
- We actively collaborate on projects to ensure the best outcome
- We actively build trust with internal and external stakeholders

Te Tika Acting with integrity

- We stand up for what is right
- We listen
- We tell the truth
- We show discretion and respect confidences
- We stand firm when required and follow through on promises and commitments
- We provide frank and fearless advice

Te Kotahitanga Convivial

- We are a whānau family of colleagues
- We participate and we take an interest in the work of each other
- We support each other and celebrate success