



Position Description

Senior Communications Advisor

pathways
ahakoa te aha

real
ahakoa te aha

Latest Revised Date: January 2025

About Pathways, Real and the Wise Group

At Pathways, we provide community-based mental health and wellbeing services throughout New Zealand. We support people to live well and be part of the communities of their choice by providing a range of support services around practical daily living, leading a healthy life, employment, and housing. Pathways was established in 1989, introducing a new model of care to the mental health sector. Today, with our inspirational purpose of 'supporting people to live full lives; hopeful and connected to what matters', we're continuing to lead, innovate and pioneer new ways of working.

At Pathways we believe in upholding the articles of Te Tiriti o Waitangi and recognise it as the founding document of Aotearoa. We have a rautaki Māori. This is the platform that sets our expectations and approaches for addressing equity. The articles of Te Tiriti inform how we develop and design our kawa to ensure the mana of kaimahi, tāngata whai ora, taiohi and whānau remain upheld. Te reo Māori me ona tikanga influences our organisation. This means our practices, approaches, organisational rhythms and celebrations are informed by Māori tikanga.

We believe everyone can recover and we're here to do everything we can to support them in their recovery. Our wairua or spirit of 'whatever it takes' is not just a slogan on the wall for us, our employees live this spirit every day. While mental health is our priority, total wellbeing is our goal. We work to strengthen whānau. We're all about hope, respect and providing personalised support that changes as people's needs change. We are committed to working in a trauma informed way, recognising the impact trauma may have had on people & working with them to build resilience and protective factors. Join us on our journey of helping people live a life they love.

Real

Real, the youth brand of Pathways, has been delivering services since 2010. At Real we believe mental wellness and wellbeing are possible for every young person. We are inspired by the dream that every young person can feel great about their future and help shape their community. We support young people to build resilience and wellbeing in youth-oriented, flexible, fun, and optimistic ways.

Real provides a range of community based and residential services nationally in partnership with Te Whatu Ora, Manatu Hauora and Oranga Tamariki. We seek to respond in ways which recognise and celebrate the mana of the young person. We help young people feel great by supporting them to build life skills, resilience, and strong connections with their whānau, friends and communities.

The Wise Group

Pathways is part of the Wise Group, one of the largest non-government providers in Aotearoa New Zealand. The Wise Group is a family of charitable entities, all linked by a common dream – to create new opportunities for the wellbeing of people, vulnerable populations, organisations, and communities.

Being part of the Wise Group gives Pathways access to a wealth of resources and support, both from our shared business infrastructure services and from other entities in the Group.

Position

Reports to:	Strategy Lead
Location:	Wellington preferred; Auckland considered.
Purpose:	<p>The key purpose of this role is to protect and enhance the reputation of Pathways and Real. This is achieved by identifying opportunities and risks to brand and reputation, designing, and managing effective responses to these, and executing excellent business-as-usual communications and engagement activities.</p> <p>The role has a primarily internal communications focus, working closely with the Pathways Executive and national support teams to create and develop meaningful campaigns and communications to bring about change for our kaimahi (workforce) and tāngata whai ora (people we support) and taiohi (young people) me ngā whānau.</p> <p>The role works closely with other Communications professionals for Pathways, Real and the Wise Group. It also works in close partnership with the communication and design team of Wise Management Services (WMS).</p>
Relationships (Internal):	Members of Pathways Executive Leadership Team, Business Operations Unit, Te Kāhui Kōkiri (cultural leads), Pathways and Real's Child and Youth Director, Pathways kaimahi (staff), Communication and Design and Business Improvement Teams at WMS, Group CEO and other members of the Wise Group.
Relationships (External):	Tāngata whai ora/taiohi/people using services, whānau, Health NZ Funders and Providers and communications teams, GPs and primary care services, Ministry of Health, Oranga Tamariki and other relevant Ministries, Health, Safety and Quality Council, National ICAMHS leaders and community, Werry Workforce Wharaurau, Mental Health Foundation, other NGO providers, Platform, Housing NZ, WINZ, MOE and other government departments, community agencies and services.

Ohia nui *Inspirational Purpose*

We support people to live full lives;
hopeful and connected to what
matters to them



Wairua

Spirit

Ahakoā te aha
*Whatever
it takes*



Tūmanako tangata

Character Attributes

Aroha *Loving*
Whakahonohono *Connected*
Harikoa *Joyful*
Tika *Authentic*
Manako *Hopeful*
Māia *Courageous*
Māhorahora *Generous*
Pou Piripono *Reliable*



Aronga matua

Focus

Front of mind,
every day

Mātāpono *Beliefs*

- Te Tiriti o Waitangi drives us to be pro-equity
- Living well is our goal, mental health and addiction is our priority
- We are part of great partnerships that deliver to people
- Peer support and lived experience are integral to what we do
- Helping everyone we support to have somewhere to live, something to do, something to hope for and someone to love
- Connected, diverse and compassionate communities build strength and resilience
- Our staff make the difference
- Sustainability influences our actions
- Evidence-based practice, tikanga and mātauranga underpins our mahi
- We invest in finding out 'What do you need right now?'

Wero nui

Greatest Imaginable Challenge

Every person using our
services achieves equitable
access and outcomes

pathways
ahakoā te aha



Ohia nui Inspirational Purpose

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Wairua

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Mātāpono Beliefs

- Te Tiriti o Waitangi drives us to be pro-equity
- Living well is our goal, mental health and addiction is our priority
- Elevating the mana of taiohi
- Whānau matter - when whānau thrive, taiohi thrive
- Taiohi are active in creating their future, their voices have magnitude
- What we do now can have lifelong impact
- Purpose is central to wellbeing; young people flourish when they are doing something they love
- Taiohi can stand in their own identity
- Supporting and creating connections for taiohi in their everyday
- Providing taiohi with spaces to land, learn and grow
- Technology is a vital aspect of taiohi connection

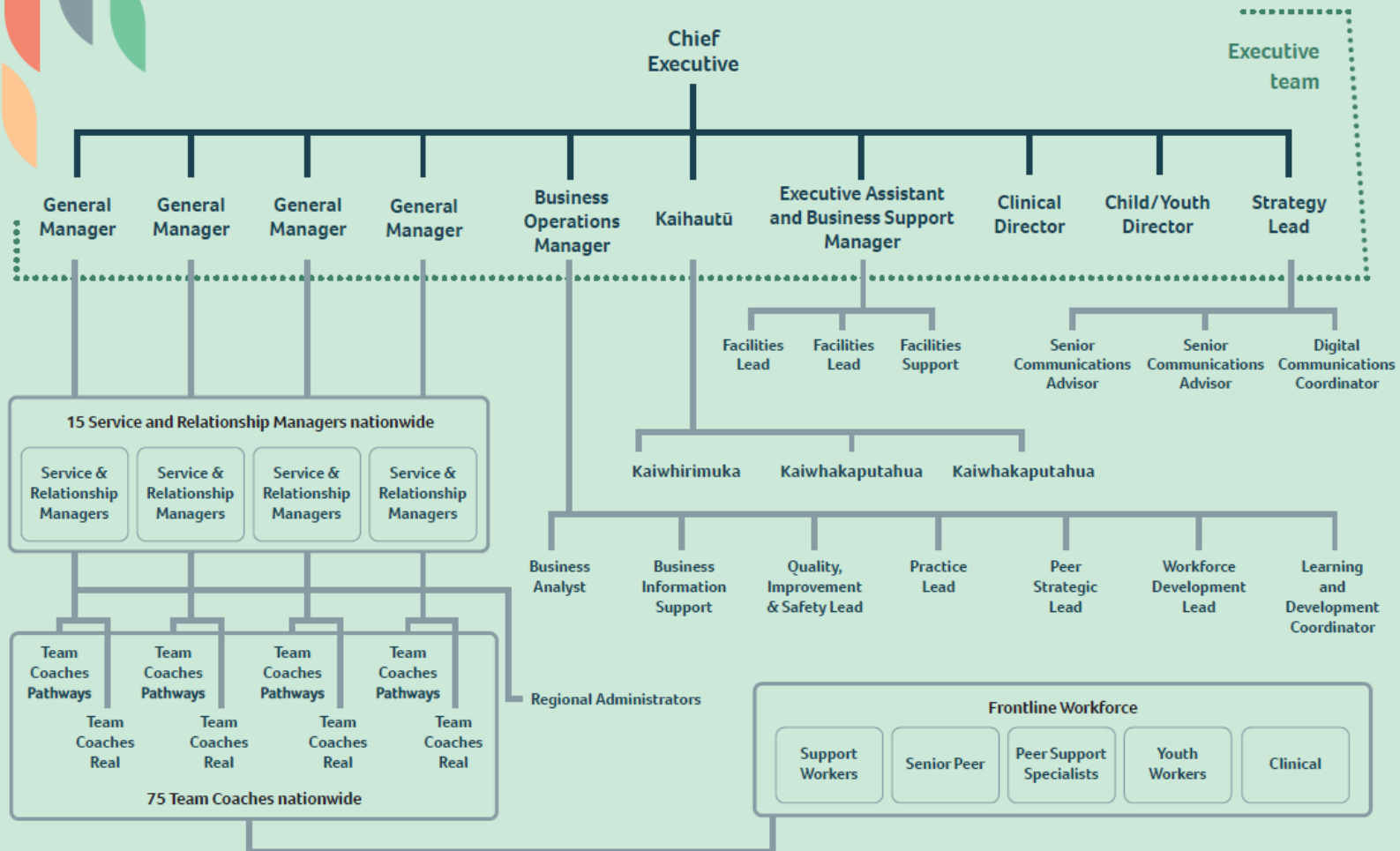
Wero nui

Greatest Imaginable Challenge

Every person using our services achieves equitable access and outcomes

real
ahakoa te aha

Pathways and Real leadership structure



Business Support Service

People and Culture

Information Services

Property Solutions

Finance

Design and Digital

January 2025



Requirements of the position

Focus	Activities
Key responsibilities	<ul style="list-style-type: none"> • This role supports a broad range of stakeholders with a strong focus on internal audiences and an eye on external stakeholders at both a strategic and operational level. • Contributing to the development, maintenance and implementation of a comprehensive communications and engagement strategy aligned to the organisational strategies and priorities is integral to success. • The role requires self-motivation and an ability to work autonomously, while also demanding an ability to work collaboratively as a valued member of the Pathways Leadership Group. • Be responsive to crisis or acute situations calling for media monitoring and releases. • Hold accountability as the Brand voice through all internal and external collateral, messaging and channels. Understand the brand nuances between Pathways and Real.
Strategic communications and engagement	<ul style="list-style-type: none"> • Contribute to the development of and execute an effective communications strategy. This includes leading and managing organisational key messages, audience groups and communications channels. Ensure consistency in messaging and brand personality. • Understand the landscape in which Pathways and Real operate and be aware of appropriate external and internal themes and trends for strategic advantage. • Build and grow relationships to allow the delivery of pragmatic advice on communication matters to staff and stakeholders. • Build and maintain trusted collaborative relationships with relevant staff from stakeholder organisations (& to a lesser extent, the media) to foster opportunities and reduce reputational risk. • Lead and maintain the efficacy and timeliness of our digital channels, alongside the digital communications coordinator.
Tactical communications and engagement	<ul style="list-style-type: none"> • Work alongside initiative and project leaders across Pathways, Real and WMS to develop, review and deliver evidence-based communications and engagement plans. • Advise on channels, key messages, and audiences for individual projects and/or workplans. • Liaise as needed with other relevant Wise Group entities, particularly the WMS Communications, Design and Digital teams, to facilitate seamless delivery of tactical communications. • Provide support to the chief executive and other senior leaders, when there is a critical incident within Pathways and Real services. • As required, engage directly with media or specialist communications agencies for public-facing communications activities. Draft effective media releases and pitch media organisations to maximise public engagement when needed.
Practical contributions	<ul style="list-style-type: none"> • Contribute directly to the design and/or production of printed or digital collateral. • Provide communications support for in-person and virtual events and conferences. • Work alongside the Digital Comms Coordinator to create effective social media ads and campaigns across all channels.

	<ul style="list-style-type: none"> • Utilise a wide range of tools and technology to create or edit materials, graphics, video or photography to enhance your messaging. • Continually invest time to understand the Service Types and service provision that Pathways and Real deliver to ensure your communications are accurate and reflect the range of impacts our kaimahi/environments have on the people we support.
Learn and grow	<ul style="list-style-type: none"> • Take personal responsibility for professional development. Find and capitalise on opportunities to expand existing skills and acquire new skills. • Be open to feedback; use feedback constructively. • Encourage and mentor others to develop their knowledge and skills in communications.
Cultural responsiveness	<ul style="list-style-type: none"> • Acknowledge te ao Māori as a driving force in our country and advocate for Māori equity and the spirit of Te Tiriti o Waitangi. Understand the concepts and importance of tino rangatiratanga, kāwanatanga, ōritetanga and wairuatanga. • Understand that Aotearoa comprises many cultures, and that the delivery of services requires responsiveness and sensitivity to cultural considerations. Service delivery solutions that work in one cultural setting may be ineffective or harmful in another setting. • Work meaningfully with Te Kāhui Kōkiri team to ensure our messaging, collateral and design elements reflect te ao Māori and our Rautaki Māori (strategic cultural plan).
Bias for action	<ul style="list-style-type: none"> • Maintain a bias for action and a drive for completion. Be proactive and determined. • Energise and inspire others with enthusiasm and productivity. • Take on a project member role for large scale projects or change initiatives to lead on the communications and change elements within the organisation. Contribute to the learnings and application of these for future projects. • Engage directly with media for public-facing communications activities and advise and mentor other relevant staff on their engagement with media. • Write effective media releases and pitch to media organisations to maximise public engagement when needed.
Collaboration	<ul style="list-style-type: none"> • Model collaborative achievement and teamwork. • Support a climate of teamwork where people use their strengths to bring out the best in themselves and their colleagues. • Bring people, groups and organisations together, and take opportunities to help others.
Leadership	<ul style="list-style-type: none"> • Be an inspirational leader across the organisation. • Exhibit values, strengths and behaviours that align with the Wise Group's purpose. • Be an advocate of our Brand, purpose and strategy through your own communication and the materials and messaging developed.
Professional agility	<ul style="list-style-type: none"> • Embrace innovation and creativity. Be open to exploring improved ways of working. • Continually learn and develop through an active pursuit of new knowledge and feedback. Effectively incorporate and apply new learning. • Show agility, positivity and composure when faced with setbacks, challenges and change. • Understand and apply new ways of working brought about by new ideas eg AI, within your area of accountability.

Accountabilities

Authority	<ul style="list-style-type: none"> • Financial – Nil • Operational - Nil
Direct Reports	<ul style="list-style-type: none"> • None

Know how

Essential

Practical and Technical Knowledge	<ul style="list-style-type: none"> • You will have a tertiary qualification in communications or related discipline. • Sound knowledge of marketing/communication principles and channels, including brand management, media relations, advertising, digital marketing and internal communication, is necessary. • A capable 'storyteller' with the ability to understand how to enroll others through messaging and imagery.
Experience	<ul style="list-style-type: none"> • At least 3 years' experience in a senior communications role. • You will be expected to have an excellent working knowledge of Microsoft Office, intranet and website content management, MailChimp, Survey Monkey, media monitoring tools, and print, digital and social media production. • Experience in creating comms artefacts and editing video content for expediency. • Experience engaging with Māori, Pasifika, young people, people with disabilities, and/or people who use substances is an advantage, as would a sound knowledge of the health sector in Aotearoa.