



POSITION DESCRIPTION

Position:	Communications Lead - Digital Channels
Location:	Te Whanganui-a-Tara
Reporting to:	Manager Strategic Communications and Engagement
Issue Date:	November 2025
Delegated Authority:	Nil
Staff Responsibility:	Nil

Our Organisation

Mana Mokopuna - Children's Commissioner advocates for all 1.2 million mokopuna aged under 18 in Aotearoa and care-experienced mokopuna aged under 25.

Established under the Children's Commissioner Act 2022 and building on over 35 years of New Zealand independent children's commissioners, Mana Mokopuna is an Independent Crown Entity led by the Children's Commissioner. We advocate for children's rights to be recognised and upheld, provide advice and guidance to government and other agencies, advocate for system-level change, ensure children's voices are heard in decisions that affect them and monitor places where mokopuna are detained.

Our name, Mana Mokopuna, describes who we are and what we stand for.

At its heart, Mana Mokopuna recognises the many elements that will support mokopuna to thrive. It focuses on children and young people in the context of their family, whānau, hapū, iwi and wider community. It also recognises that their participation in decisions that affect them is vitally important.

Our Vision and Values

Our moemoeā is *Kia kuru pounamu te rongō* - *All mokopuna live their best lives*. We want to see every child in Aotearoa, regardless of their background, growing up knowing they belong with their whānau, having what they need to live their best life. It means mokopuna have a say about what matters for them, and that their rights are respected, protected and advanced by those in power.

Te Tiriti o Waitangi is central to our work, alongside the UN Convention on the Rights of the Child. Giving effect to Te Tiriti threads through our work, grounded in our tikanga framework with four values-based principles that guide our mahi and behaviour:

- **Aroha:** Mokopuna are taonga. They are born with their own inherent mana. We will always act with compassion and empathy, adapting readily to respond to their needs.
- **Pono:** We believe honesty and integrity are key to doing our job well. We will always report things as we see them and never as how others want them to be seen. We stay true to one important thing: we do as we say we will.
- **Tika:** We are always about the best results for mokopuna. We empower others to bring about the best for them. We're independent and will always speak out for their interests. We consider the range of needs we have to meet and make every attempt to get it right. We never shy away from the hard stuff.
- **Mātauranga:** Mokopuna are our reason for being. They are involved, participate, and have input into things we do. We act from a place of knowledge; we work from evidence and advise others based on the things we learn.

Purpose of this Position

The Communications Lead - Digital Channels drives the organisation's digital presence and engagement to champion mokopuna rights and amplify advocacy messages in ways that are timely, relevant, and culturally grounded.

With a strong understanding of te ao Māori and the diverse range of communities across Aotearoa New Zealand, this role ensures digital content and engagement approaches are inclusive, respectful, and resonant across diverse audiences.

The role manages all digital channels for the organisation to share stories, elevate mokopuna voices, and connect with key audiences, while identifying emerging trends and opportunities in the online environment.

Through creative, data-informed content and meaningful engagement, the Communications Lead - Digital Channels strengthens the visibility, credibility, and impact of Mana Mokopuna in the digital world.

Working Relationships

Internal:	External:
<ul style="list-style-type: none">• Manager Strategic Communications and Engagement• Strategic Communications and Engagement Team• Children’s Commissioner• Executive Director• Leadership Team• Kaimahi across the tari	<ul style="list-style-type: none">• Relevant government and central agency officials• Ministers’ Offices• Media• Hapū, Iwi and kaupapa Māori organisations• NGOs and other agencies• External stakeholders• Publishers and suppliers• External communications agencies and providers

Key Accountabilities

Key Result Areas	Accountabilities
Digital Channel Strategy & Delivery	<ul style="list-style-type: none"> • Lead the planning, creation, and delivery of a strategic programme of digital communications and engagements grounded in mokopuna voices and amplifies the advocacy and kaupapa of Mana Mokopuna across all digital platforms. • Develop and maintain a digital content plan that aligns with organisational priorities, harnesses online partnerships and leverages moments of public interest or relevance in a way that upholds cultural safety and appropriately represents mokopuna. • Ensure digital communications are timely, engaging, ethical and tailored for specific audiences, including mokopuna, whānau, decision-makers, and the general public. • Embed te ao Māori values and perspectives in digital content and strategy, ensuring digital communications reflect our obligations under te Tiriti o Waitangi. • Explore and harness opportunities to engage digital audiences through kaupapa Māori approaches and reo Māori content.
Platform & Channel Management	<ul style="list-style-type: none"> • Manage Mana Mokopuna digital channels, including website, email communications, and social media platforms. • Ensure content across all platforms is up-to-date, accessible, aligned with brand guidelines, and reflects the organisation's tone and values. • Monitor and analyse performance across channels, using insights to optimise reach, engagement, and impact. • Lead and support the development of digital content that brings mokopuna voices and experiences to life through compelling storytelling, visual design, and user experience. • Support the Design and Content Creator to produce and publish multimedia content (video, graphics, copy) that supports advocacy focus areas and raises awareness of key issues. • Ensure all content is ethical, child-centred, and honours the dignity and rights of mokopuna and their whānau. • Support consistency, reflection and continual improvement in digital engagement across the tari.

Issues & Opportunities	<ul style="list-style-type: none"> • Stay up to date with digital trends, tools, and technologies to continuously improve engagement and accessibility. • Monitor digital spaces for risks, sentiment, and opportunities, and advise on appropriate and timely responses. • Ensure digital activity complies with privacy, accessibility, and ethical standards, including the Mana Mokopuna information sharing rules and the code of ethics.
Relationship Management	<ul style="list-style-type: none"> • Build genuine and enduring relationships within and outside Mana Mokopuna, leveraging those relationships for the benefit of promoting and advancing the rights, interests and wellbeing of mokopuna. • Collaborate closely with the Manager Engagement, senior leaders, and other teams to align communications with organisational strategy. • Collaborate across the tari to ensure a cohesive voice and message across all digital channels. • Collaborate with other teams to ensure digital communications reflect the breadth and depth of the work of Mana Mokopuna.
Te Tiriti Partnerships	<ul style="list-style-type: none"> • Ensure that plans, practices, processes, activities and initiatives undertaken are reflective of our commitment and obligations under Te Tiriti o Waitangi. • Champion the rights of Māori as Tangata Whenua. • Actively work to improve skills and knowledge of Te Reo Māori and Tikanga Māori.
Other Duties	<ul style="list-style-type: none"> • Initiate, participate in and lead as appropriate, projects and areas of work directed by the Manager Strategic Communications and Engagement. • Perform other duties to support the team or the wider tari, as delegated.

Technical/Professional knowledge and skills

- Proven experience leading the development and delivery of digital communications and engagement strategies that drive engagement and influence, ideally within an advocacy organisation.
- Demonstrated ability in to translate organisational priorities and advocacy objectives into compelling digital campaigns across web, social, and email channels.
- Politically savvy with the ability to influence at all levels, in culturally and environment appropriate ways.
- Strong problem-solving skills with the ability to think innovatively.
- Proven understanding of accessibility standards and ability to ensure content is inclusive and user-friendly across devices.
- Culturally competent with demonstrated experience of working effectively to engage with mokopuna across all cultures, with particular focus on mokopuna Māori, mokopuna Pacific and their whanau and aiga.
- Competence in managing and updating content on websites using CMS platforms with a demonstrable understanding of Search Engine and Content Optimisation principles and ability to optimise website and social media content to improve visibility and engagement.
- Experience in developing moderation protocols and managing public engagement on digital platforms.
- Expertise in managing organisational social media channels (e.g., Facebook, Instagram, LinkedIn, TikTok), including content planning, scheduling, publishing, and community management and engagement.
- Excellent written and verbal communication skills with the ability to tailor messaging for diverse audiences and platforms, with a clear and consistent voice that is mokopuna-friendly and reflects the kaupapa of Mana Mokopuna.
- Ability to collaborate effectively across a wider range of subject matters experts, turning their insights into compelling rights-informed digital content.
- Ability to co-develop content that reflects and uplifts the voices of mokopuna and whānau and speaks meaningfully to a range of audiences.
- Skilled in writing, editing, and collaborating with designers and content creators to produce engaging, rights-informed digital content.
- Awareness of online reputational risk and content sensitivities, particularly when working with stories involving mokopuna and whānau.
- Understanding of how to embed te ao Māori values and tikanga into digital communication and engagement.
- Experience supporting the development of bilingual content, uplifting kaupapa Māori narratives, and maintaining cultural safety online.
- Proficiency in tools and platforms such as CMS (e.g., WordPress, Silverstripe), Social media scheduling tools, Microsoft 365, Adobe Creative Suite or Canva and analytics and reporting dashboards.
- Knowledge of tikanga Māori and proficiency in Te Reo Māori would be highly beneficial.

- Relevant tertiary qualification (and/or substantial equivalent experience).

Special Requirements

- Demonstrated commitment to embedding Te Tiriti based practice within previous roles, and commitment to progressing the Te Tiriti journey of the Commissioner, including participating in te reo lessons or cultural development activities.
- Welcomes and values diversity and contributes to an inclusive working environment.
- Willing to travel to fulfil job requirements.