



POSITION DESCRIPTION

Position:	Design and Content Creator
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 up to 25.

Mana Mokopuna is an Independent Crown Entity led by our 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 rongo* - 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 honoured by those in power.

Te Tiriti o Waitangi is central to our work. Honouring and reflecting Te Tiriti is one of the core values that drives us. We have a 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 Design and Content Creator brings our advocacy for mokopuna rights to life through compelling, accessible, and culturally respectful designs and content creation.

Working in collaboration across the Strategic Communications and Engagement team and the wider tari, this role develops visual designs and multimedia content that reflects the voices and experiences of mokopuna, engages key audiences, and aligns with the kaupapa of Mana Mokopuna.

With the ability to develop content fluently in te reo Māori, the Design and Content Creator ensures they are producing inclusive content that resonates within te ao Māori and engages across diverse communities.

This role manages day to day relationships with photographers, typesetters and other providers where there is a need to outsource and will play a key role in ensuring that content, publications and other resources produced by Mana Mokopuna look and feel consistent, inclusive, and engaging.

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Working Relationships

<p>Internal:</p> <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	<p>External:</p> <ul style="list-style-type: none">• Relevant government and central agency officials• Ministers’ Offices• Media• Iwi and other Māori organisations• NGOs and other agencies• External stakeholders• Publishers and suppliers• External communications agencies and providers
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Key Accountabilities

Key Result Areas	Accountabilities
Content Planning	<ul style="list-style-type: none"> • Working alongside the Communications Leads to develop and implement content calendars, optimising content for SEO, and ensuring that content is evidence informed and amplifies and honours the voices of those we hear from. • Working with the wider tari and subject matter experts to write, edit and design various types of content including social media posts, online articles, video scripts and email newsletters. • Sharing content across various platforms including social media, websites and emails to reach target audiences. • Interact with audiences, responding to comments and messages and building interest, discussion and in some cases, a sense of community around content. • Working across the tari to ensure that consistent branding and messaging is used across all content. • Maintaining an organised workflow for content creation, editing, review, and publication in alignment with campaign timelines and organisational priorities.
Content Development	<ul style="list-style-type: none"> • Design graphics, illustrations, and visual content that reflect the organisation's brand, values, and kaupapa. • Ensure all content aligns with Mana Mokopuna tone, messaging, and visual identity, and is appropriate across diverse communities with particular focus on te ao Māori. • Collaborate with colleagues to ensure cultural integrity and safety in all visual representations. • Work closely with the Communications Leads to develop cohesive, impactful messaging across platforms. • Contribute to campaign planning and digital strategies by generating creative ideas and producing content that aligns with key themes and moments. • Adapt complex or sensitive subject matter into accessible and appropriate content for different audiences, including mokopuna, whānau, decision-makers, and the public. • Use appropriate tools to edit and produce content for digital and print, ensuring consistency and technical

	<p>quality.</p> <ul style="list-style-type: none"> • Ensure all content is accessible and inclusive, following best practices for disability access, readability, and ethical standards.
Report and Publication Design	<ul style="list-style-type: none"> • Design visual assets such as infographics and illustrations for reports, publications and other resources which reflect the organisation's brand, values, and kaupapa. • Support end to end design and production of reports, publications and other materials – from concept development and layout design to final delivery ready for print and/or digital use. • Develop and maintain of visual brand and style guidelines for Mana Mokopuna, providing support across the tari to ensure that these used consistently. • Maintain the visual 'brand identity' of the organisation ensuring consistency in design and content across all channels.
Performance Monitoring & Continuous Improvement	<ul style="list-style-type: none"> • Support the development and management of a content calendar in collaboration with the communications team. • Monitor performance of published content (e.g. engagement, reach, shares) and use feedback to refine and strengthen future outputs. • Participate in regular team reflection and content planning sessions to support continuous improvement. • Keep up to date with trends in digital marketing, content creation and social media platforms and provide advice and create opportunities for these to be utilised.
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. • Manage relationships with photographers, typesetters and other providers where there is a need to outsource. • Collaborate with the team to ensure coherence across all communications channels and platforms.

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.• Perform other duties to support the team or the wider tari, as delegated by the Manager Strategic Communications and Engagement.

Technical/Professional knowledge and skills

- Demonstrated skills and experience creating high-quality content for digital, print, and multimedia platforms, including web copy, social media posts, infographics, video scripts, blogs, and reports.
- Demonstrated skills, experience and expertise in graphic design and digital layout with the ability to take written content and bring it to life visually.
- Demonstrated ability to produce content that centres mokopuna voices in a way that is safe, ethical, and empowering.
- Competence using design tools (e.g. Canva, Adobe Creative Suite, or similar) to create visually compelling assets that enhance storytelling and accessibility.
- Experience tailoring messaging for different platforms (e.g. Facebook vs LinkedIn), with a focus on engagement, clarity, and emotional impact.
- Excellent writing ability with strong command of plain language and ability to convey complex ideas clearly and accessibly.
- Ability to adapt tone, voice, and structure to suit different audiences, especially mokopuna, whānau, and decision-makers.
- Ability to work within brand guidelines while developing fresh, creative content that supports advocacy and organisational identity.
- Experience developing short-form video or audio content (e.g. interviews, story snippets, animations) either independently or alongside external providers.
- Understanding of how to create content that is appropriate for different age groups, developmental stages, and cultural contexts, especially te ao Māori and Pacific perspectives.
- Commitment to producing content that upholds cultural safety, mana, and lived experience.
- Ability to work closely and collaboratively across the tari to translate advocacy goals, campaign strategies, and engagement insights into creative content outputs.
- Experience managing multiple content requests and adapting to changing priorities while maintaining quality and consistency.
- Familiarity with publishing content through content management systems (e.g., WordPress, Silverstripe) and scheduling tools
- Experience developing content calendars and campaign plans to ensure consistent, timely delivery of content that aligns with organisational priorities.
- Ability to balance quick-turnaround content with longer-term storytelling projects.
- Commitment to centring the rights and dignity of mokopuna in all content, with awareness of ethical considerations around imagery, consent, and lived experience.
- Understanding of child participation principles and ethics and how they influence content creation and approval processes.
- Knowledge of tikanga Māori and proficiency in Te Reo Māori to enable content creation for fluent reo Māori speakers
- Proficiency in tools and platforms such media monitoring platforms, content management and collaboration, Microsoft 365, social media and email platforms (e.g.,

Facebook, Twitter, LinkedIn, Mailchimp), Google Docs, Microsoft Office

- Relevant tertiary qualification desired (and/or substantial equivalent proven 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 regularly (sometimes once a month or more) to fulfil job requirements.