

Communications and engagement specialist

When might a communications specialist be useful?

- » This role could be useful during all stages of the implementation of a Community of Learning | Kāhui Ako.
- » During the early stages of development there will be many questions from key stakeholders about the Community of Learning and how it affects them. This will include the teachers, board of trustees, partners and suppliers, parents and whānau, and the wider community including iwi.
- » Communicating early wins of the Community of Learning is key to building people's confidence in the change.
- » Encouraging ongoing participation and willingness to embrace changes that come from being in a Community of Learning.
- » As the Community of Learning develops there may be stakeholders identified who have not yet been fully engaged.
- » As the Community of Learning develops, a range of communication channels may be needed to engage effectively across multiple groups of people eg, iwi, parents, family, whānau, early learning services me ngā kōhanga reo and employers.

Why might we need one?

A communications specialist could be useful to all members of the Community of Learning to assist individually and collectively:

- » To build a communications plan to ensure all the key stakeholders receive consistent messages in an appropriate format.
- » To better understand who the stakeholders are and how best to engage them.

- » To use social media effectively.
- » To get assistance with the production of communications and events.
- » To enable the Community of Learning to engage with a range of stakeholders effectively.
- » To help the Community of Learning manage difficult engagements where communication may have been ineffective in the past.

How can we access one?

- » Your local education advisor will help you access appropriate support.

What skill set should we be looking for?

- » Communications specialists will have trained in marketing and communications at a tertiary level. They should be able to provide references and a portfolio of their work.

What deliverables should we expect?

- » A communications plan that aligns to the overall vision and outcomes of the Community of Learning; identifying target audiences, key messages and delivery mechanisms.
- » Stakeholder analysis, identifying the most effective channels for engaging with various audiences.
- » Develop and write key messages for internal and external communication materials in all media formats – print, web, social media and presentations.
- » Professionally produced materials that can be used for communications.
- » Professionally organised events for the community, staff or board of trustees.