

Kaituhi Māramatanga | Insights Writer

Kaituhi Māramatanga Matua | Senior Insights Writer

Nga mahi o te tari kāwanatanga | Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa.

i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i Te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

You can find out more about what this means at: (<https://www.publicservice.govt.nz/about-us>)

Mō Tatauranga Aotearoa | About Stats NZ

As New Zealand's national statistics office, Stats NZ Tatauranga Aotearoa is uniquely positioned to support the decisions that the Government, Māori and Iwi organisations, businesses, NGOs, and New Zealanders make every day. Our structure, culture, and systems are designed with collaboration and customers in mind – mobilised and working together to realise our ambition: **About Aotearoa, for Aotearoa – data that improves lives today and for generations to come.**

The increased availability of data brings data-driven innovation. Insights obtained from exploring data can lead to new and creative approaches in business, public services, and customer experience – ultimately improving the wellbeing of New Zealanders. Stats NZ Tatauranga Aotearoa, as data stewards and leaders of the data eco-system proactively protect and enhance the provision of good quality data to realise the value of data.

Stats NZ Tatauranga Aotearoa is led by the Chief Executive who is also the Government Statistician and Government Chief Data Steward.

Te Tiriti o Waitangi

As an employee of Tatauranga Aotearoa Stats NZ and as a public servant, you are committed to upholding the spirit and essence of Te Tiriti o Waitangi. This means ensuring your work supports the provisions and principles of Te Tiriti o Waitangi, highlighting and acting on any breaches. By embracing and uplifting te reo Māori, tikanga practices and te ao Māori at work you are contributing to the Crown's commitment under the Public Service Act 2020 to engage with Māori and support the Māori-Crown relationship.



Mō te tūnga | Role Purpose

The role is focused on enhancing the visibility and impact of Stats NZ data and statistics.

Insights Writer roles are responsible for drawing connections across a range of statistical and data sources to communicate big picture trends and events for topics of interest to our customers. Insights Writers deliver products that suit the needs of a range of customers, often turning complex statistical concepts into accessible content for our non-technical audience.

There are two levels of Insights Writer positions:

- Insights Writer
- Senior Insights Writer

Requirements in your role may change with the needs of the organisation.

Key Outcomes	Accountabilities
Statistical insights communication and planning	<ul style="list-style-type: none">• Assess the communications needs for customers and stakeholders and develop strategies to deliver communications and products to meet those needs.• Work in partnership with subject matter and media experts to identify the key insights that will provide value to customers.• Author statistical insights products e.g. information releases and news stories that take data and analysis produced by statistical delivery teams and create a joined-up story about what is happening in the real world and how its impacts are reflected in our statistical products.• Provide exceptional customer value through the delivery of insights products to build the visibility and impact of data products in line with Stats NZ Tatuaranga Aotearoa's Strategy.• Identify opportunities for media engagement with the media team.• Translate complex statistical concepts to be accessible for general audiences and used in various channels (e.g. website, publications, presentations).• Maintain situational awareness of complementary and conflicting statistical data products coming through the data system in Aotearoa and overseas, and plan communications accordingly.
Collaboration to ensure accuracy and appropriateness of content and tone in customer products	<ul style="list-style-type: none">• Collaborate closely with subject matter experts to understand intricate statistical insights and data information, integrating them seamlessly into customer products.• Work closely with media advisors to develop material that will support media to tell quality stories to their audiences.• Build strong relationships with analysts and advisors to be a trusted, credible and influential voice.• Adhere rigorously to established standards and guidelines to ensure consistency and quality across all outputs.• Develop effective relationships with customers to understand and be responsive to their needs.

	<ul style="list-style-type: none"> • Be responsive to Māori customer needs and the needs of other priority communities.
Develop and enhance approaches to communicating data products	<ul style="list-style-type: none"> • Work with the customer value and product and service design functions to understand the effectiveness of products in meeting customer needs, and where changes are required. • Collaborate with the communications and publishing teams to incorporate visual elements and multimedia components as appropriate. • Stay updated with emerging trends and best practices in statistical insights communication to enhance audience engagement and comprehension. • Identify and implement continuous improvements within your sphere of influence.
(Senior Insights Writer) Provide ongoing coaching and mentoring to Insights Writers.	<ul style="list-style-type: none"> • Coaching and mentoring Insights Writers, developing and championing the adoption and use of best practice, and processes to lift capability. • Continuously developing and promoting processes, systems, tools and methodologies for use by Insights Writer roles. • Identifying, documenting, implementing and promoting the improvement of processes and practices. • Developing processes which can be scaled to create new customer products in the future. • Provide quality assurance for customer products from a customer value perspective. • Provide quality assurance from a product suite perspective.
Demonstrates commitment to Stats NZ Tatauranga Aotearoa policies, procedures, strategy, and related initiatives.	<ul style="list-style-type: none"> • Actively supports our Strategy, Mana Ōrite Relationship Agreement, Statistics Act 2022 and abides by other policies. • Actively supports and engages with our Diversity, Equity and Inclusion Roadmap, policy, and principles. • Actively demonstrates The Way We Work principles which speak to what we care about, how we do things and what is needed for all our people to be successful in our organisation. • Demonstrates commitment to being a confident and capable partner of Te Tiriti o Waitangi. This includes an understanding of its relevance to your role as a public servant and the work you undertake at Stats NZ Tatauranga Aotearoa and building knowledge in te ao Māori, te reo Māori and tikanga.
Demonstrates as a model public servant committed to initiatives and values outlined in the Public Service Act 2020 and any subsequent adaptations.	<ul style="list-style-type: none"> • Support and promote initiatives from Te Kawa Mataaho Public Service Commission, including Papa Pounamu and Kia Toipoto. • Develop and maintain cultural capability to positively contribute to Māori Crown Relations initiatives, and provisions and principles of Te Tiriti o Waitangi. • Adhere to Ngā uara o Te Ratonga Tūmatanui Public Service values as per section 16 of the Public Service Act 2020: <ul style="list-style-type: none"> ○ Impartial – treating people fairly without personal favour or bias. ○ Accountable – taking responsibility and answering for work, actions, and decisions.

	<ul style="list-style-type: none"> ○ Trustworthy - acting with integrity and being open and transparent. ○ Respectful – treating all people with dignity and compassion, acting with humility. ○ Responsive – understanding and meeting people’s needs and aspirations.
Demonstrates commitment to Health, Safety and Wellbeing while at work.	<ul style="list-style-type: none"> ● Take personal responsibility for your own health, safety and wellbeing. ● Ensure your actions or lack of action do not adversely affect the health and safety of others. ● Report any incidents, near misses or any other concerns relating to health, safety and wellbeing. ● Make all efforts to comply with Tatauranga Aotearoa Stats NZ Health Safety and Wellbeing policies and processes to ensure the organisation is compliant with the current Health and Safety Act or regulations.

Ngā āhuatanga e hiahiatia ana e mātou | Person specification

Core requirements

- A qualification in, and / or experience working in, the field of economics, demography, sociology, or environmental science.
- 3-5 years’ experience in writing statistical insights for a non-technical audience in the public domain.
- Exceptional written communication skills and ability to convey complex statistical insights and concepts clearly and in an engaging manner.
- Prior background or experience in a field that required a strong understanding of statistical insights and data information.
- Experience presenting complex information for a range of audiences.
- Experience working with external and internal stakeholders and customers in the public and private sectors.
- Competency or fluency in te reo Māori language or possess a willingness to develop knowledge and competence.
- Understands Te Tiriti o Waitangi relevance to own role as a public servant and seeks opportunities to better meet the information needs of Māori. Supports initiatives to increase responsiveness to Māori.
- Upholds our proud history of operating with integrity, and being fair, impartial, responsible, and trustworthy in everything we do.

Senior Insights Writer (in addition to the core requirements)

- Holds or working towards master’s degree in relevant field (and that has a significant research component), or equivalent experience.
- 5+ years of experience and established credibility in writing statistical insights for publication.
- A broad knowledge of the machinery of government and working in the public sector would be an advantage.
- Able to mentor staff on new subjects/techniques – continuous development, leading networks.
- Able to make the tough choices that balance the needs of multiple customer groups with the organisation’s need to deliver maximum customer value.