



POSITION DESCRIPTION

Pou Tuarā

The New Zealand Māori Arts and Crafts Institute (NZMACI), located within Te Puia in Rotorua, is the custodian of traditional Māori arts, crafts, and cultural knowledge. Established to preserve and protect these taonga, NZMACI operates under the NZ Māori Arts and Crafts Institute Vesting Act 2020, continuing its mission to safeguard and promote the legacy of Māori culture for future generations.

NZMACI focuses on fostering mastery in traditional skills, developing leaders in Māori arts, and enriching the cultural and educational experiences of its taura and employees. It offers a proactive, values-driven workplace, encouraging personal and professional growth in a culturally fulfilling environment.

Under the Act, NZMACI is tasked with six core functions:

1. Encouraging, fostering, and promoting ahurea and toi Māori (Māori culture and arts).
2. Providing training for iwi, including whakairo rākau (carving) and raranga (weaving).
3. Awarding grants for study, training, and experience in Māori arts and crafts or other approved areas.
4. Conferring diplomas or certificates for qualifications in Māori arts, crafts, or culture.
5. Supporting demonstrations, exhibitions, and tours of toi Māori and toi whakaari Māori (Māori performing arts).
6. Ensuring the sustainable development of scenic and tourism attractions in Rotorua and beyond.

OUR WHY

Toitū te ahurea Māori – Leaders in uplifting Māori culture.

TE PUIA VALUES

Mātauranga Māori - Taonga Tuku Iho - Manaakitanga - Whakanui

TE PUIA PRINCIPLES

<i>Teamwork:</i>	Consistently demonstrate an unselfish commitment to working with others to create a collaborative culture.
<i>Passion for Customer:</i>	A positive relationship through outstanding service with each and every interaction. Understanding our manuhiri and what they want.
<i>Integrity:</i>	Upholding the highest ethical standards and promote trust and respect.
<i>Excellence:</i>	Exceeding expectations and taking intense pride in everything that we do every day.
<i>Leadership:</i>	Having the courage to rise above challenges through adversity that will inspire others. Providing a supportive, safe, and healthy workplace.
<i>Innovation:</i>	Imagining what is possible and being brave. Fostering creativity that challenges constraints and drives progress. Being adaptive and flexible.
<i>Guardianship:</i>	Take care of the land, environment, and other assets for future generations.

Position Title:

Pou Tuarā

Department:

NZMACI

Reports to:

GM NZMACI & Organisational Culture

Direct Reports:

- Tumu o Te Wānanga Whakairo Rākau o Aotearoa
- Tumu o Te Takapū o Rotowhio
- Tumu o Te Rito o Rotowhio

Key Relationships:

GM NZMACI & Organisational Culture, CEO, Executive and Senior Management team, Board of Directors, Funding & Commercial Innovation Manager, EA to GM & Wānanga Administrator, NZMACI Business & Operations Manager, tauira and all Te Puia kaimahi.

Key Relationships (External):

Iwi and Māori providers; whānau, hapū and iwi, Central and Local Government Agencies, relevant Non-Government Organisations, Corporate Clients and Sponsors, NGOs and Trusts, Funders, Māori organisations and businesses, Research entities, Māori artists and practitioners, Arts organisations, Manuhiri.

Purpose of the Position:

To provide strategic cultural leadership and oversight of NZMACI schools, ensuring the delivery of high-quality educational programmes grounded in tikanga Māori and kaupapa Māori values. This role guides the heads of each school (Tumu) to achieve excellence in Māori arts education and craftsmanship, fostering a culture of innovation, collaboration, and continuous improvement.

The Pou Tuarā also embeds cultural competency and tikanga Māori across both NZMACI and Te Puia, ensuring alignment with strategic goals and enhancing the organisation's reputation as a leader in kaupapa Māori excellence. By delivering professional development, overseeing cultural programmes, and building strategic partnerships, this role ensures that cultural preservation and commercial success are seamlessly integrated.

This role is uniquely positioned to contribute to the dual objectives of the NZMACI Charitable Foundation and Te Puia. By fostering collaboration and alignment, the Pou Tuarā ensures that cultural preservation and commercial excellence are achieved in unison, advancing the overarching vision of both entities.

Key Accountabilities:

Focus Area	Accountabilities
Cultural Competency & Training	<ul style="list-style-type: none">• Help lead and deliver staff training on Te Reo Māori, tikanga, pūrākau, and kōrero tuku iho to enhance cultural understanding and contribute to the organisation's competitive advantage.• Facilitate regular cultural workshops with taura to enhance their learning and support their individual taura learning plans.• Facilitate regular Kaiārahi (Guide) team training, such as Tumu Kōrero sessions, to strengthen narrative delivery, benefitting both cultural and commercial objectives by enhancing visitor experiences.• Introduce forward-thinking professional development initiatives tailored to enhance both cultural competency and operational efficiency.• Oversee and deliver cultural competency programmes, including Te Kete Aronui, to deepen engagement and drive positive organisational outcomes.• Provide advice on tikanga and kawa across the organisation and its various kaupapa and projects, ensuring alignment with both cultural values and business goals.• Educate and support staff on cultural safety practices, increasing the organisation's reputation as a culturally competent and inclusive workplace.
Leadership & Support of Wānanga	<ul style="list-style-type: none">• Support the Tumu in delivering culturally grounded educational programmes of the highest quality.• Align operational strategies with the dual objectives of the NZMACI Charitable Foundation and Te Puia, ensuring that educational

	<p>programmes and commercial initiatives complement each other and deliver mutual value.</p> <ul style="list-style-type: none"> • Collaborate with the Tumu to integrate kaupapa Māori values into teaching practices and ensure programmes meet both cultural and commercial objectives. • Facilitate professional development opportunities for Tumu and their teams, enhancing teaching excellence and innovation. • Oversee operational aspects of the wānanga, including resource allocation, time and attendance, and rostering, to support seamless programme delivery. • Ensure the taonga created by taura and staff align with both educational goals and commercial viability, working with relevant teams on pricing and market integration. • Promote the wānanga as centres of national excellence in Māori arts education and culture.
Team Leadership & Development	<ul style="list-style-type: none"> • Provide strategic leadership and management to all direct reports, ensuring alignment with organisational goals and cultural and commercial objectives. • Conduct regular performance reviews, deliver constructive feedback, and support the professional growth of team members. • Foster a collaborative and innovative team environment that promotes open communication and continuous improvement. • Proactively monitor team performance, addressing challenges to maintain high standards and optimise outcomes.
Strategic & Organisational Development	<ul style="list-style-type: none"> • Assist the GM NZMACI in implementing kaupapa Māori strategies that align with the organisation's strategic and commercial goals. • Ensure that the tikanga Māori embedded within the NZMACI Charitable Foundation's initiatives is seamlessly integrated into Te Puia's tourism operations, creating a consistent and authentic cultural narrative across both entities. • Develop and oversee the implementation of a Mātauranga Māori Framework to guide practices and promote market differentiation through cultural excellence. • Provide leadership and guidance to ensure quality delivery of kaupapa Māori initiatives. • Collaborate on organisational goal setting and performance measurement, ensuring a balance between cultural integrity and commercial success.
Stakeholder Engagement & Relationship Building	<ul style="list-style-type: none"> • Build and nurture strategic partnerships with a diverse range of stakeholders to support both cultural initiatives and commercial opportunities. • Strengthen connections between kai mahi, taura, and their whānau, hapū, and iwi to enhance community and stakeholder trust in the organisation.

	<ul style="list-style-type: none"> • Collaborate with stakeholders across the Foundation and Te Puia to uphold cultural integrity while supporting innovative approaches to organisational growth. • Provide guidance to the Funding & Commercial Innovation Manager to ensure cultural alignment in partnership proposals and external engagements.
Event Coordination & Support	<ul style="list-style-type: none"> • Organise and support significant events, including: <ul style="list-style-type: none"> ○ Matariki celebrations. ○ Waitangi Day commemorations. ○ Graduations and pōhiri for new taura. ○ Various pōhiri and mihi whakatau. • Collaborate with teams to ensure events are culturally appropriate while enhancing the organisation's public profile and visitor experience.
Archival & Translation Support	<ul style="list-style-type: none"> • Assist in sourcing funding (e.g., Te Māngai Pāho) for cultural archival projects and documentation, securing long-term resources for commercial storytelling. • Provide clear and accurate advice on the translation of materials to enhance the organisation's cultural integrity and market reach.
Leadership & Collaboration	<ul style="list-style-type: none"> • Support the CEO and Executive Management Team on cultural competency matters to strengthen organisational leadership. • Guide and mentor staff to integrate Te Ao Māori principles into their roles, fostering a culture of innovation and inclusivity that benefits both cultural and commercial outcomes. • Collaborate with the NZMACI Business & Operations Manager to prepare staff and operational teams for the cultural components of commercial and funding initiatives.

Key Role Outcomes

- NZMACI schools achieve and maintain national recognition for delivering high-quality, culturally grounded educational programmes in whakairo, raranga, and other traditional Māori arts.
- Tumu are supported and empowered to lead their respective schools effectively, ensuring excellence in teaching, learning, and cultural integrity.
- NZMACI operates cohesively under the strategic direction of the Pou Tuarā, aligning with kaupapa Māori values and the overarching goals of Te Puia.
- The cultural vision of NZMACI is integrated into all educational and operational activities, promoting innovation and continuous improvement.
- Cultural competency is deeply embedded within NZMACI and Te Puia, with staff confidently applying tikanga Māori and Te Ao Māori principles in their roles.
- Professional development initiatives enhance the cultural knowledge and capabilities of staff and taura.

- Tumu receive clear guidance, mentorship, and support to achieve their educational and operational goals.
- Collaboration between schools is fostered, ensuring knowledge sharing, consistency in standards, and alignment with NZMACI's strategic vision.
- Efficient allocation of resources, workflow management, and rostering ensure seamless operations within the schools and related projects.
- Taonga produced by taura and staff align with both educational outcomes and commercial opportunities, contributing to the sustainability of NZMACI.
- Strong relationships with iwi, hapū, whānau, and external partners are built and maintained, enhancing trust and support for NZMACI's mission.
- Partnerships with funders, government agencies, and arts organisations support the growth and sustainability of NZMACI's programmes and initiatives.
- Initiatives for preserving and promoting mātauranga Māori, including archival projects and accurate translations, are effectively led and implemented.
- NZMACI is recognised as a leader in safeguarding and advancing Māori arts and crafts traditions.
- Significant cultural events (e.g., graduations, Matariki, Waitangi Day) are well-coordinated, reflecting tikanga Māori and enhancing the organisation's reputation.
- The Pou Tuarā's leadership ensures these events support both educational and commercial objectives.
- NZMACI and Te Puia are positioned as global leaders in cultural preservation and commercial integration, setting a benchmark for kaupapa Māori excellence.

Person Specifications

- High-level proficiency in te reo Māori me ōna tikanga, with the ability to embed kaupapa Māori values across NZMACI and Te Puia.
- Deep understanding of Māori arts, crafts, and mātauranga Māori, with experience applying this knowledge in educational and commercial contexts.
- Proven leadership experience in educational or cultural organisations, particularly in Māori arts and crafts education.
- Ability to mentor and support heads of schools (Tumu) to achieve educational excellence and organisational goals.
- Strong relationship-building skills with iwi, hapū, whānau, government agencies, and arts organisations.
- Experience in developing and delivering cultural competency training and professional development initiatives.
- Strong project management skills, including planning, resource allocation, and execution of cultural and educational projects.
- Ability to balance cultural integrity with commercial objectives, ensuring sustainable outcomes for NZMACI and Te Puia.
- Exceptional communication skills, with confidence in public speaking and stakeholder engagement.

- A tertiary qualification in Māori Studies, Education, Cultural Leadership, or a related field is advantageous.
- Organisational skills to manage multiple priorities and meet deadlines with accuracy and efficiency.
- A genuine commitment to supporting individuals in their journey within Te Ao Māori, with empathy and a positive outlook.
- Holds a clean, full driver's licence and is willing to operate project vehicles when required.

Acknowledgement:

I confirm that I have read and understand the duties and responsibilities outlined for this role. I commit to performing my role in a manner that supports the success of Te Puia, contributes meaningfully to its growth and development, and upholds its core kaupapa, values, and objectives with integrity and dedication.

Name: _____

Signed: _____

Date: _____