



## POSITION DESCRIPTION

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### Kaiārahi (Guide)

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Te Puia is located in Rotorua within the Te Whakarewarewa Geothermal Reserve and serves as the home of the New Zealand Māori Arts and Crafts Institute (NZMACI). Operating under the NZ Māori Arts and Crafts Vesting Act 2020, Te Puia is an iwi-owned organisation with a mission to protect, promote, and perpetuate Māori culture.

While visitor-related activities generate much of its revenue, Te Puia is deeply rooted in its cultural legacies, striving to uplift and sustain the traditions of Māori arts and crafts.

Te Puia is committed to fostering a supportive and growth-focused workplace. Employees are encouraged to thrive professionally and personally, with an environment that prioritises well-being, proactive support, and meaningful recognition for contributions.

## OUR WHY

Toitū te ahurea Māori – Leaders in uplifting Māori culture.

## TE PUIA VALUES

Tuku Iho - Tiaki - Manaaki - 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.

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**Position Title:**  
Kaiārahi (Guide)

**Department:**  
Visitor Experience

**Reports to:**  
VE Operations/Frontline Manager

**Direct Reports to Position:**  
Nil

**Key Relationships (Internal):**  
Guiding team; GM Visitor Experience; Te Puia Senior Management Team; all Te Puia staff.

**Key Relationships (External):**  
Manuhiri; Escorts/Tour Guides; Tour Operators; Tour Coach Drivers.

**Purpose of the Position:**  
To deliver exceptional guided experiences that uplift Māori culture, ensure the safety and satisfaction of manuhiri, and reflect Te Puia's values. The role fosters meaningful connections by sharing authentic stories of Māori culture, history, and traditions, while supporting a welcoming and collaborative environment to enhance the overall visitor experience.

## Key Accountabilities:

Focus Area	Accountabilities
Guided Experiences & Hosting	<ul style="list-style-type: none"> <li>• Deliver engaging and enlightening guided experiences that uplift Māori culture and uphold our values of mātauranga Māori (sharing customs and beliefs) and manaakitanga (hospitality).</li> <li>• Ensure every visitor leaves feeling like a member of our whānau, ensuring safety and satisfaction throughout the tour.</li> <li>• Enrich manuhiri experiences by narrating and sharing history and stories of culture, land, and people within Te Whakarewarewa, Rotorua, and Aotearoa.</li> <li>• Share accurate and relevant information to enhance manuhiri understanding and enjoyment.</li> <li>• Remain with manuhiri throughout the entire guided tour, exiting through Oha Store.</li> <li>• Host manuhiri with warm and engaging greetings upon arrival, including entertainment with guitar, poi, and/or taiaha, assisting with photography, wayfinding, and general enquiries.</li> <li>• Assist as Carpark Attendant when required by managing the carpark safely and orderly, supporting vehicle parking, ensuring pedestrian safety, and minimising vehicle theft risks.</li> </ul>
Cultural Integrity	<ul style="list-style-type: none"> <li>• Act as an ambassador for Te Puia and Māori culture, demonstrating respect for tikanga (customs) and embodying Te Puia's core values in all interactions.</li> <li>• Ensure storytelling and cultural narratives align with guidance from Te Puia's cultural advisors to maintain authenticity and respect for taonga (treasures).</li> </ul>
Health, Safety & Wellbeing	<ul style="list-style-type: none"> <li>• Promote and support health, safety, and wellbeing initiatives within the organisation.</li> <li>• Ensure employees have access to appropriate wellbeing programmes and support services.</li> <li>• Advocate for health and safety best practices in interactions with the extended management team.</li> <li>• Undertake H&amp;S administration activities as required.</li> <li>• Ensure people processes and programmes align with H&amp;S obligations and involve relevant H&amp;S input as appropriate.</li> <li>• Take responsibility for contributing to a safe workplace, ensuring own actions support a culture of health, safety, and wellbeing.</li> </ul>
Customer Engagement	<ul style="list-style-type: none"> <li>• Accommodate manuhiri questions and requirements during the guided experience.</li> <li>• Actively engage with manuhiri to understand their interests and tailor guided experiences for personalised engagement.</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide constructive feedback to management on information or insights (positive and negative) to improve processes, procedures, and workplace culture.</li> </ul>
Additional Duties	<ul style="list-style-type: none"> <li>• Undertake additional responsibilities or duties as assigned by management.</li> </ul>

### **Key Role Outcomes:**

- Guided experiences are delivered to the highest standard, ensuring manuhiri feel welcomed, valued, and connected to Māori culture.
- Safety and well-being of manuhiri are maintained through effective safety briefings, risk management, and adherence to health and safety protocols.
- Cultural narratives are shared authentically, enhancing understanding of Te Puia, Māori culture, and history, while upholding tikanga.
- Hosting interactions are warm and engaging, with manuhiri supported in activities such as photography, entertainment, and wayfinding.
- Te Puia's values are consistently upheld in all interactions.
- Customer engagement is enhanced by tailoring experiences, addressing questions, and gathering feedback to improve service delivery.
- Teamwork and collaboration contribute to a positive workplace culture, with flexibility to support tasks across departments as needed.
- Personal development is pursued through training and mentorship to continuously improve guiding and cultural expertise.

### **Person Specifications:**

- A strong willingness to collaborate as part of a team and take guidance from senior colleagues.
- High standard of personal presentation and hygiene at all times.
- Physically fit and able to meet the demands of the role, with a willingness to adapt to varying levels of activity throughout the day.
- Foundational knowledge of Te Puia's history and activities. Basic understanding of Māori culture, with an eagerness to further develop this knowledge on the job.
- Basic understanding of Te Reo Māori with confidence in greeting manuhiri in Māori. The ability to grow this skill is essential, with the guidance of senior team members.
- A good communicator who is able to listen effectively and respond appropriately to manuhiri, colleagues, and managers.
- Respects and values different ethnic cultures.
- Displays good time management skills and is punctual, though less experienced in managing complex schedules compared to senior roles.
- Engaged in health and safety practices, understanding the importance of reporting hazards or incidents. Willingness to learn critical risk rescues under supervision.
- Courteous and helpful with manuhiri, taking actions to meet their needs under the guidance of senior staff.

- Demonstrates a friendly yet professional demeanour, seeking support from senior colleagues when necessary.
- A restricted driver's licence would be beneficial, but not mandatory.

**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: \_\_\_\_\_