



---

## POSITION DESCRIPTION

---

### Kaiwhakahaere Mātanga Whakairo Rākau

---

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.

**Toitū te ahurea Māori –  
Leaders in uplifting Māori culture.**

**Te Puia Values:**

<b>Tuku Iho</b> We Share	We honour and uphold the knowledge, traditions and legacies passed down to us.
<b>Tiaki</b> We Protect	We protect and care for our people, place and culture – now and for generations to come.
<b>Manaaki</b> We Care	We uplift the mana of others through generosity, respect and care – ensuring everyone feels valued and seen.
<b>Whakanui</b> We Celebrate	We recognise and celebrate the achievements and contributions that strengthen our whānau and kaupapa.

**Position Title:**

Kaiwhakahaere Mātanga Whakairo Rākau

**Department:**

NZMACI

**Reports to:**

General Manager – NZMACI Commercial & Foundation

**Direct Reports to Position:**

- X4 Mātanga Whakairo Rākau

**Indirect Reports to Position:**

Nil

**Key Internal Relationships:**

- GM NZMACI Commercial & Foundation
- Āhua Gallery Manager
- NZMACI Team
- Executive Management Team
- Extended Management Team
- People & Safety Team
- Visitor Experience Team
- Sales & Marketing Team
- Finance Team
- All Te Puia Staff

**Key External Relationships:**

- Māori Organisations & Businesses
- Suppliers
- Government Agencies & Entities
- Cultural Heritage & Tourism Organisations
- Museums & Galleries
- Key Strategic Partners
- Creative & Design Agencies
- Research Entities
- Funding Agencies
- First Nation Representatives

**Purpose of position:**

To lead and manage the Mātanga Whakairo Rākau team, preserving and advancing traditional whakairo practices while delivering exceptional taonga, enriching visitor experiences, and supporting NZMACI's cultural and commercial objectives.

## Key Accountabilities:

Focus Area	Accountabilities
Leadership & Operations	<ul style="list-style-type: none"> <li>• Lead the Mātanga Whakairo Rākau team to deliver operational excellence aligned with tikanga Māori and organisational goals.</li> <li>• Oversee financial operations including budgeting, recovery lines, resourcing, invoicing, and Greentree processes.</li> <li>• Manage workforce rostering through Deputy to ensure optimal coverage and efficiency.</li> <li>• Act as a mentor and cultural leader, guiding staff in professional and cultural development.</li> </ul>
Taonga Creation & Visitor Experience	<ul style="list-style-type: none"> <li>• Create high-quality taonga that generate commercial returns and enhance visitor experiences.</li> <li>• Facilitate production of taonga for gallery display and sale, supporting NZMACI's commercial objectives.</li> <li>• Ensure commissioned work meets the highest standards and agreed timeframes.</li> <li>• Provide manaakitanga to manuhiri, ensuring a warm, welcoming, and memorable experience.</li> </ul>
Team Leadership & Development	<ul style="list-style-type: none"> <li>• Provide strategic leadership and management to all direct reports, ensuring alignment with organisational goals and cultural and commercial objectives.</li> <li>• Conduct regular performance reviews, deliver constructive feedback, and support the professional growth of team members.</li> <li>• Foster a collaborative and innovative team environment that promotes open communication and continuous improvement.</li> <li>• Proactively monitor team performance, addressing challenges to maintain high standards and optimise outcomes.</li> </ul>
Health, Safety & Wellbeing	<ul style="list-style-type: none"> <li>• Establish and enforce comprehensive health and safety protocols to ensure a safe environment for staff and visitors.</li> <li>• Monitor compliance with safety standards, implementing quality assurance processes.</li> <li>• Actively participate in organisational health and safety initiatives, fostering a culture of safety and responsibility.</li> </ul>
Additional Responsibilities	<ul style="list-style-type: none"> <li>• Support organisational objectives by undertaking additional tasks as directed by senior management and adapting to evolving business needs.</li> <li>• Maintain flexibility and readiness to contribute to cultural and customer service needs while pursuing personal and professional growth through ongoing development plans.</li> </ul>

**Key Role Outcomes:**

- Operational excellence achieved with processes that honour tikanga Māori.
- A culture of continuous development fostered through mentorship and leadership.
- Taonga produced to the highest quality, generating commercial returns and enriching visitor experiences.
- Gallery consistently showcases exceptional taonga aligned with commercial objectives.
- Visitor engagement elevated through manaakitanga and cultural authenticity.
- Health and safety excellence maintained for staff and visitors.

**Person Specifications:**

- Passion for whakairo and commitment to its preservation and promotion.
- High level of technical skill and understanding in traditional whakairo practices.
- Knowledge of Māori art, craft, culture, and their origins, especially in a tourism context.
- Proficient in te reo me ōna tikanga Māori, applying these across organisational settings.
- Demonstrated leadership qualities with emotional intelligence.
- Ability to inspire, influence, and lead teams effectively.
- Skilled communicator, able to bridge cultural understanding for manuhiri.
- Excellent written and oral communication skills.
- Reliable, disciplined, and collaborative team player.
- Ability to multi-task and deliver outcomes within set timeframes.
- Intermediate computer proficiency and adaptability to evolving needs.
- Familiarity with NZMACI and Te Puia's history, operations, and aspirations.

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