



Role Title: CPAG Spokesperson

Time commitment:

Spokespeople are required on an as-needed basis, depending on your availability and relevant expertise.

The role suits someone who is informed about child poverty issues, research, and policy developments and how any changes in those settings can impact those living in poverty.

This could include front-line and lived experience, or working in a relevant academic, governmental or NGO setting.

Before becoming a new CPAG spokesperson you need to have attended the following:

- Must attend Volunteer Induction session (via Zoom, 45 minutes)

and

- Must attend Volunteer Training session (via Zoom, 45 minutes)

Being involved in one of CPAG's committees or research activities is an advantage, helping you to understand what issues are front and centre for CPAG.

Role Description

We are seeking passionate and articulate individuals to serve as a Volunteer Spokesperson, representing CPAG in media, public engagements and advocacy efforts.

Key Responsibilities:

1. Media Representation:

- Serve as a point of expertise for media inquiries, interviews, and press releases to convey messages in an easy-to-understand way to garner support and understanding from the general public on poverty-related issues.
- Ensuring CPAG's mission, goals and policy positions are conveyed during interviews.

2. Public Speaking:

- Deliver compelling and persuasive speeches at public events, conferences, and community gatherings using CPAG's narrative guidelines as a basis to change mindsets.

- Engage with diverse audiences to raise awareness about child poverty and advocate for policy change.
- 3. Advocacy and Lobbying:**
 - Work closely with CPAG's committees to articulate key messages and policy recommendations to government officials, stakeholders, and decision-makers.
 - Participate in lobbying efforts to influence policy changes at the local, regional, and national levels.
 - This could involve appearing before Select Committees in the event CPAG researchers have made submissions on various bills and issues (usually via Zoom).
 - 4. Collaboration with CPAG staff:**
 - Work closely with CPAG's communication officer to ensure consistent messaging across various platforms.
 - 5. (Optional) Training and Development:**
 - Participate in training sessions provided by CPAG to enhance communication and advocacy skills.

Qualifications and Skills:

- A strong commitment to eliminating child poverty in New Zealand, compatible with CPAG's mission, using advice from CPAG staff as and where needed.
- A commitment to Te Ao Māori and Te Reo Māori.
- A high degree of personal integrity.
- Strong verbal communication and public speaking skills.
- Ability to articulate complex issues in a clear and accessible manner.
- Passion for social justice and a commitment to the mission of CPAG.
- Media relations or public relations experience is preferred but not required.
- Ability to collaborate effectively with diverse stakeholders.

Benefits:

- Opportunity to raise awareness on critical social issues.
- Develop and enhance public speaking and advocacy skills.
- Gain exposure to media relations and public relations.
- Make a meaningful contribution to the mission of an Aotearoa where all children thrive free of poverty.

CPAG acknowledges that tamariki Māori and whānau have unique rights as tangata whenua, affirmed within He Whakaputanga and Te Tiriti o Waitangi. The significant inequities in well-being outcomes and child poverty for tamariki Māori are the result of ongoing colonisation, systemic racism and neglect. Reducing child poverty in Aotearoa requires we address the inequitable distribution of power and resources that prevents Māori from flourishing.