

Job Description

Position Title	Senior Co-ordinator - Marketing and Promotions	Team/ School:	Marketing Department Corporate Registry
Position Holder		Date	April 2024
Reports to	Manager – Marketing and Communications	Location	Whakatāne
Agreed By (Please Sign)	Position Holder		
	Manager/Team Leader		Date
	HR Manager		Date



STATEMENT

The Wānanga:

- is firmly committed to the principle of equal opportunity for all and recognizes the need to give practical effect to such responsibilities both as an employer and as an educational provider.
- provides a supportive, safe and healthy environment which is conducive to quality teaching, research and community service.
- is committed to providing a workplace free from harassment.

PURPOSE OF POSITION

The purpose of the Senior Coordinator - Marketing and Promotions role is to lead the marketing and promotions function within the Marketing and Communications team, directing the coordinators' efforts to execute campaign delivery and support the brand.

DIMENSIONS AND AUTHORITY

Staff Nil

Financial: Nil

RELATIONSHIPS

Internal:

- Marketing Team
- Heads of School & National Programme Co-ordinators
- Other School staff including Academic Administrators
- Other Department Managers
- Operations Staff
- Academic Registry Staff
- Other Staff

External:

- Prospective students
- Secondary school staff
- General Public
- Community Services

KEY RESULTS AREAS

The role of the Senior Co-ordinator - Marketing and Promotions encompasses the following major functions or Key Result Areas:

1. Student recruitment
2. Expos and events
3. Advertising
4. Sponsorship
5. Team, relationship management and personal effectiveness
6. Other corporate activities

Key Result Areas	
What am I meant to do?	How do I know I'm successful?
KRA 1: Student recruitment <ul style="list-style-type: none">• Coordinate a partnership approach to support the development of recruitment initiatives at the school and programme level.• Co-ordinate advertising schedules, sponsorship, and event plans, and support the development of the marketing coordinators to help deliver these plans and report on results.	<ul style="list-style-type: none">• TWWoA recognition and perception tracking measures improve over time.• Student interest, enquiries and enrolments are increasing in support of yearly student number targets.• Positive relationships with internal and external stakeholders.• Campaign targets are met.

<p>KRA 2: Expos and events</p> <ul style="list-style-type: none"> • Work with the marketing manager and events specialist to create an annual events plan that supports the recruitment objectives of the marketing strategy. • Represent Awanuiārangi at events around Aotearoa. • Graduation ‘marketing portfolio’ lead. 	<ul style="list-style-type: none"> • Prospective students and other clients receive a consistent service which is friendly, helpful, and responsive. • expos and events are planned and conducted to meet specified key outcomes and the feedback received is positive. • Maintain and update knowledge accordingly. • There is a measurable increase in the number of students enrolling in Wānanga programmes from designated regions against set targets. • Graduation is a successful event that meets all its marketing objectives.
<p>KRA 3: Advertising</p> <ul style="list-style-type: none"> • Work with the marketing manager to ensure campaign design and delivery supports the brand. • Manage the rollout through a range of channels, including radio, OOH, print, TV and digital, working with others in the team to achieve our goals. • Monitor, review and adjust campaigns as needed. 	<ul style="list-style-type: none"> • Campaign targets are met to support student recruitment goals. • Marketing material distinctly represents the Wānanga and helps tell its stories. • Marketing and Promotions Coordinators are clear of their responsibilities and how work is allocated and delivered.
<p>KRA 4: Sponsorship</p> <ul style="list-style-type: none"> • Collateral and merchandise design and management to support the brand. • Assess opportunities against sponsorship and events framework. • Evaluate sponsorship impact. 	<ul style="list-style-type: none"> • Ongoing sponsorship relationships are maintained and strengthened. • Brand opportunities from our support of events are maximised.
<p>KRA 5: Other corporate activities</p> <ul style="list-style-type: none"> • Provide input regarding publicity material and Wānanga publications as required. • Undertake campus tours for prospective students, their employers, their whanau, and other interested people. • Comply with all legal and Wānanga requirements for records management. • Undertake any other duties as may be required by the manager. • To participate in Wānanga events as required. 	<ul style="list-style-type: none"> • Evident colleagues responsible for marketing/branding are kept informed on market feedback. • Evident prospective students are welcomed in a friendly and professional manner. • All legal and Wānanga requirements are complied with in respect of the administration and management of all Wānanga records. • Demonstrated flexibility and willingness to assist with other duties as required. • Evidenced by observation.

6. General Requirements of all Wānanga Employees

- Possess a student-centric work ethic. Actively seek to provide the best possible service to our students.
- Promote the Wānanga as a positive and dynamic learning environment.
- Commit to providing quality education.
- Strive for high student retention and success.
- Meet your obligations under the Health and Safety at Work Act 2015 by:
 - Being responsible for maintaining a safe and healthy workplace
 - Following health and safety rules, policies, and procedures,
 - Reporting accidents, injuries and unsafe equipment, practices, or conditions
 - Taking reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety of others.
- Under the Public Records Act 2005, everyone working within Te Whare Wānanga o Awanuiārangi is responsible for creating and maintaining full and accurate records of the activities of the organisation, carried out within established records management guidelines.
- Be culturally aware and EEO in all aspects of work and development.
- Participate in the Wānanga appraisal process.
- Improve and develop yourself through training and professional development opportunities.
- Undertake any other key duties as agreed with your line manager.

The responsibilities and expectations outlined in this job description may after consultation vary from time to time according to the needs of the Team, and the clients of Wānanga. Instructions for any variances will be communicated by the Manager.

Person Specification

Technical/Professional Qualification	
Essential	Desirable
<ul style="list-style-type: none"> • A relevant tertiary qualification at degree level and/or equivalent relevant work experience. • A current, unrestricted private motor vehicle licence. 	
Experience	
<ul style="list-style-type: none"> • Previous experience in the field of promotional marketing and recruitment. • Experience and understanding of digital platforms and traditional media buying and campaign management. • Experience in sales and marketing of products or services. • Experience engaging with whanau, hapū, and iwi, schools, and the community. • Networking experience. • Minimum of three years' experience in a customer focused, service delivery role. 	<ul style="list-style-type: none"> • Knowledge and relevant experience in the Tertiary sector preferred. • In the tertiary sector preferred.

Skills and Attributes	
<ul style="list-style-type: none"> • Te Reo Māori skills to at least intermediate and a commitment to improving Te Reo Māori skills. • Understanding and knowledge of Tikanga Māori and its application in a kaupapa Māori and tertiary environment. • Able to use the Microsoft Office suite of products including Outlook, Word, Excel, PowerPoint, SharePoint and Teams to at least intermediate level. • Experience using databases, and social media tools. • Public speaking and presentation skills using a range of media. 	<ul style="list-style-type: none"> • Te Reo Māori fluency preferred/or a willingness to move toward fluency.
Competencies	Looks Like
<p>Values Alignment Aligning personal values with organisational values. Modelling commitment to organisational values. Identifying and committing to personal goals, aspirations, and values, and integrates these into practice.</p>	<ul style="list-style-type: none"> • Examines and clarifies personal values and behaviours. • Communicates and models organisational values. • Uses organisational values in decision-making. • Manages own personal development and learning. •
<p>Tauira/Customer Service Proactively develops student/customer relationships by making efforts to listen to and understand the tauira/customer (both internal and external); anticipating and providing solutions to tauira/customer needs; giving high priority to tauira/customer satisfaction.</p>	<ul style="list-style-type: none"> • Focuses on tauira/customer needs and meets or exceeds their requirements. • Clarifies tauira/customer needs. • Confirms satisfaction. • Listens and empathises. • Develops approaches that provide total solutions for tauira/customers. •
<p>Work Standards Setting high goals or standards of performance for self and organisation; being dissatisfied with average performance; self-imposing standards of excellence rather than having standards imposed by others.</p>	<ul style="list-style-type: none"> • Sets high performance standards. • Emphasises high standards to others. • Shows pride when standards are met. • Shows dissatisfaction with substandard performance.
<p>Interactions Building positive relationships. Appreciating the value to be gained from diverse groups of people and perspectives. Expressing ideas and feelings effectively in written, interpersonal and group situations. Treating everyone with respect and dignity.</p>	<ul style="list-style-type: none"> • Establishes and maintains networks that bring value to work processes. • Builds rapport through listening and empathy. • Communicates clearly and succinctly. • Adapts to and works effectively in a variety of situations, with individuals and groups. • Facilitates group interactions to meet agreed objectives and targets.

	<ul style="list-style-type: none"> • Is honest and open when expressing your opinion – is assertive. • Acknowledges the value of intuition when considering responses. • Respects and values others' ability to contribute.
<p>Decision Making Demonstrates an ability to contribute towards timely decision making while looking at the long-term effects.</p>	<ul style="list-style-type: none"> • Contributes effectively to team decision making. • Considers the potential effects alternative solutions may have. • Makes timely decisions. • Makes decisions that are consistent with the organisations policies and procedures.
<p>Planning and Organising Establishing a course of action for self and others to accomplish a specific goal; planning proper assignments of personnel and appropriate allocation of resources.</p>	<ul style="list-style-type: none"> • Set priorities. • Establish objectives and milestones. • Estimate times and schedule activities. • Identify and allocate resources. • Use tools (eg, calendar, files, charts)
<p>Problem Solving Demonstrates an ability to focus on and to solve straight forward problems.</p>	<ul style="list-style-type: none"> • Focuses on the problem and asks relevant questions to obtain useful information. • Solves straight forward problems. • Advises management of potential problems.
<p>Attention to Detail Accomplishing tasks through concern for all areas involved, no matter how small; showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time.</p>	<ul style="list-style-type: none"> • Clarifies details of tasks. • Completes all details. • Checks outputs for accuracy and completeness. • Follows established procedures. • Maintain checklist to cover details.
<p>Results Orientation Establishing a course of action individually or with a team to accomplish specific goals which are challenging and beyond current expectations. Working with team members to plan their assignments and appropriate allocation of resources. Establishing procedures to analyse and monitor the results of delegations, assignments, or projects.</p>	<ul style="list-style-type: none"> • Sets clear, challenging accountabilities and performance objectives and measure the results. • Commits to action individually, or in the team.
<p>Technical/Professional Knowledge Having achieved a satisfactory level of technical and professional skill or knowledge in position-related areas; keeping abreast of current developments and trends in area of expertise.</p>	<ul style="list-style-type: none"> • Understands technical terminology and developments. • Knows how to apply a technical skill or procedure. • Knows when to apply a technical skill or procedure. • Performs complex tasks in area of expertise.

TE WHARE WĀNANGA O AWANUIĀRANGI - VISION, MISSION AND VALUES.

VISION

Rukuhia te Mātauranga ki tōna hōhonutanga me tona whānuitanga. Whakakīia ngā kete a ngā uri o Awanuiārangi me te iwi Māori whānui ki ngā taonga tuku iho, ki te hōhonutanga me te whānuitanga o te mātauranga kia tū tangata ai rātou i ngā rā e tū mai nei.

Pursue knowledge to the greatest depths and its broadest horizons. To empower the descendants of Awanuiārangi and all Māori to claim and develop their cultural heritage and to broaden and enhance their knowledge base so as to be able to face with confidence and dignity the challenges of the future.

MISSION

Ū tonu mātou ki te whai ki te rapu i te hōhonutanga o te mātauranga kākanorua o Aotearoa, kia taea ai te kī, ko wai anō tātou, me te mōhio ko wai tātou, kia mōhio ai nō hea tātou, me pēhea hoki tātou e anga whakamua.

Parau ana tēnei ara whainga, hei whakapūmau anō i te tino rangatiratanga, hei taketake ai te ihomatua Māori me ōna tikanga kia ōrite ai te matū ki ngā mātauranga kē.

Koia rā ka tū pākari ai, tū kotahi ai hoki me ngā iwi o te ao tūroa. Koia nei te ia o te moemoeā me ngā tūmanako o Te Whare Wānanga o Awanuiārangi.

Haere mai... Me haere tahi tāua.

We commit ourselves to explore and define the depths of knowledge in Aotearoa, to enable us to re-enrich ourselves, to know who we are, to know where we came from and to claim our place in the future.

We take this journey of discovery, of reclamation of sovereignty, establishing the equality of Māori intellectual tradition alongside the knowledge base of others.

Thus, we can stand proudly together with all people of the world. This is in part the dream and vision of Te Whare Wānanga o Awanuiārangi.

VALUES

Manaakitanga: To respect and care for students, our manuhiri, our communities, and each other.

Whanaungatanga: To value all relationships and the kinship connections with our students, our communities and each other.

Kaitiakitanga: To ensure the ongoing sustainability of our organization and to protect and support the unique obligations we have to Ngāti Awa, Mataatua and wider whanau, hapu and marae.

Pūmautanga: To commit to excellence and continuous improvement in everything we do.

Tumu whakaara: To inspire and ethically lead through example and outstanding practice.

BACKGROUND

Te Whare Wānanga o Awanuiārangi is a vibrant and exciting tertiary education institution providing a dynamic learning environment where students can discover their own potential for educational success.

Our programmes are designed to ensure academic excellence – we are benchmarking our programmes against those of other institutions and lifting the bar on standards. As we lift our research capacity, ongoing programme re-development will be informed by best practice.

As a Wānanga, Te Whare Wānanga o Awanuiārangi is charged with delivering tertiary programmes grounded in Kaupapa Māori and Āhutatanga Māori. This means that Māori knowledge and practices are central components to the academic programmes, engagement in PLD projects, teaching delivery and student experiences.

Tikanga Māori and Te Reo Māori are central to the way in which we operate and are reflected across Te Whare Wānanga o Awanuiārangi in our programmes and practices. While some of our programmes have a high level of Māori language emphasis, others are designed to support new and emerging language learners.

Te Whare Wānanga o Awanuiārangi further provides programmes that are portable and transferable both nationally and internationally. Therefore, it is important that we explore and integrate the World view of both Māori and other indigenous peoples and engage in and critique the world views of others.

Transformative approaches to educational achievement are a cornerstone of our broad and unique programme offerings, as we focus on providing an education that will encourage and support community development and growth, enable educational portability for our students both within Te Whare Wānanga o Awanuiārangi and the wider tertiary sector. Te Whare Wānanga o Awanuiārangi provides educational opportunities to all Māori, New Zealanders and indigenous students through campuses based in Whakatāne, Auckland (Tāmaki) and Northland (Te Tai Tokerau), as well as marae centred programmes across Aotearoa.

Marketing Team

The Marketing team provides integrated marketing and communications strategies and solutions to assist Awanuiārangi in reaching its strategic goals.

The marketing team is based in Whakatāne with a Marketing and Promotions officer position based at our Tāmaki campus. The marketing team is responsible for a diverse range of marketing activities including:

- **In-house production of corporate and marketing publications**, including graphic design, web administration, copywriting, photography and more.
- **Student recruitment** through integrated on and offline marketing campaigns, promotions, events, and secondary school liaison.
- **Public relations, reputation management & media relations** through a proactive approach and commitment to telling our stories and communicating our distinctive identity.
- **Corporate event management and sponsorships**