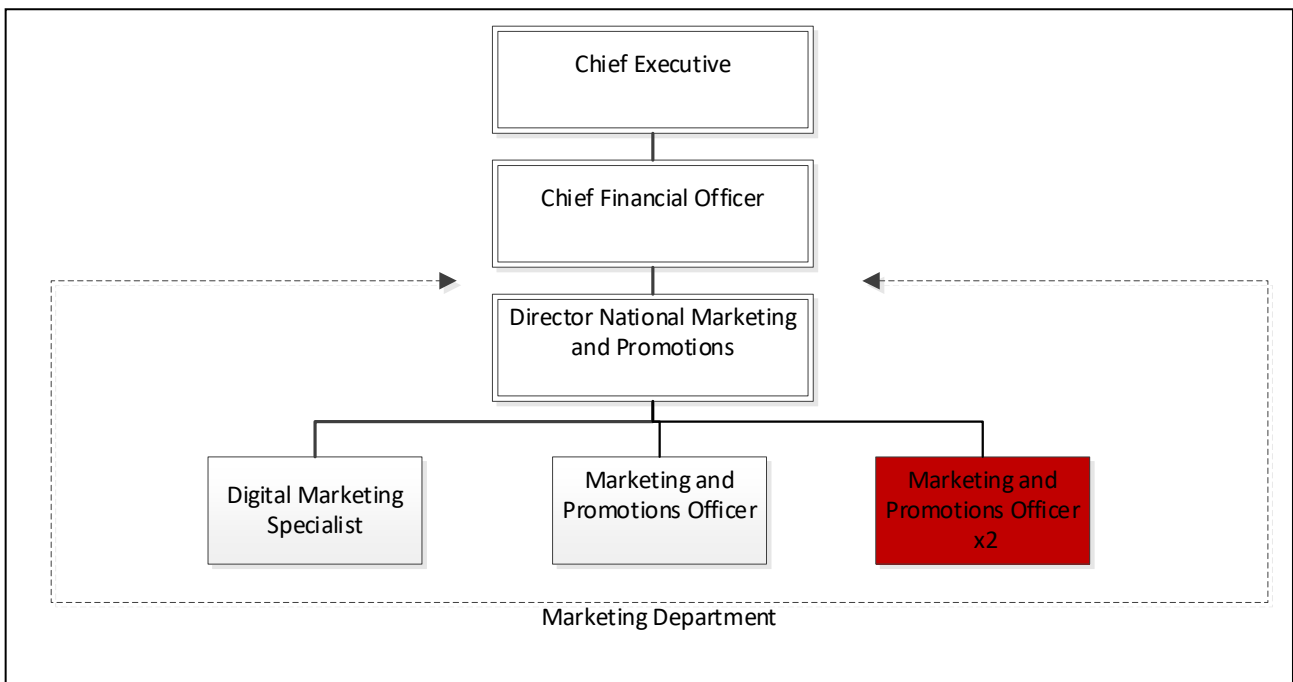


## Job Description

<b>Position Title</b>	Marketing and Promotions Officer	<b>Team/ School:</b>	Marketing Department Corporate Registry
<b>Position Holder</b>		<b>Date</b>	<b>January 2022</b>
<b>Reports to</b>	Director National Marketing and Promotions	<b>Location</b>	Whakatāne
<b>Agreed By (Please Sign)</b>	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.

## TE WHARE WĀNANGA O AWANUIĀRANGI - VISION, MISSION AND VALUES;

### VISION

*Rukuhia te Mātauranga ki tōna hōhonutanga me tona whānuitanga. Whakakiia ngā kete a ngā uri o Awanuiārangī 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 Awanuiārangī 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 whaingā, 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 Awanuiārangī.*

### **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 Awanuiārangī.

### 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 Āhukatanga 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 programs 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 and is responsible for a diverse range of marketing activities including:

- **In-house production of corporate and marketing publications**, including graphic design, web administration, copy-writing, 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**

## **PURPOSE OF POSITION**

The purpose of the Marketing and Promotions Officer is to help develop and execute marketing strategies and campaigns for Te Whare Wānanga o Awanuiārangi. This can include online and print publicity, email campaigns, a programme of events, and targeted campaigns aimed at a specific segment of the public.

## **DIMENSIONS AND AUTHORITY**

**Staff**                    *Nil*

**Financial:**            *Nil*

## **RELATIONSHIPS**

### ***Internal:***

- Heads of School
- Marketing team
- Programme Co-ordinators
- Operations Administrator
- Academic Administrators
- Other Awanuiārangi Staff

### ***External:***

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

## **KEY RESULTS AREAS**

The role of the Marketing and Promotions Officer encompasses the following major functions or Key Result Areas:

1. Student recruitment
2. Expos and Events
3. Planning
4. Community Engagement
5. Team and Personal Effectiveness
6. Other Corporate Activities

## KEY RESULTS AREAS

The role of Marketing and Promotions Officer encompasses the following Key Result Areas;

<b>Key Result Areas</b> <b>What am I meant to do?</b>	<b>How do I know I'm successful?</b>
<p><b>KRA 1: Student recruitment</b></p> <ul style="list-style-type: none"> <li>• Act as the Wānanga's representative in regions of responsibility and at marketing and recruitment expos in those regions.</li> <li>• Ensure on-going communication and engagement with schools, career teachers and stakeholders.</li> <li>• Communication lines with internal and external stakeholders are maintained and developed.</li> </ul>	<ul style="list-style-type: none"> <li>• There is an increase in the number of students enrolled at the Wānanga from the regions of responsibility in line with agreed yearly student number targets.</li> <li>• Positive relationships with stakeholders and or suppliers .</li> <li>• Communications via various media is accurate and timely. Use full range of methods for communication.</li> </ul>
<p><b>KRA 2: Expos and Events</b></p> <ul style="list-style-type: none"> <li>• Represent the Wānanga at career expos and any other events at which the Wānanga is marketing its programmes.</li> <li>• Assist in setting up expos, organising displays and marketing collateral.</li> <li>• Represent the Wānanga in a professional manner at all times.</li> </ul>	<ul style="list-style-type: none"> <li>• Prospective students and other clients receive a consistent service which is friendly, helpful and responsive.</li> <li>• expos and events are planned and conducted to meet specified key outcomes and the feedback received is positive.</li> <li>• Maintain and update knowledge accordingly.</li> <li>• There is a measurable increase in the number of students enrolling in Wānanga programmes from designated regions against set targets.</li> </ul>
<p><b>KRA 3: Planning</b></p> <ul style="list-style-type: none"> <li>• Participate in planning meetings with the Marketing and School teams to achieve specified outcomes.</li> <li>• Account management of specified high schools, businesses, community groups and iwi organisations in the designated region.</li> <li>• Maintain client records of client and prospect visits.</li> <li>• Accurate and up to date information is provided to prospective students, including programmes and support services.</li> <li>• Develop informative age appropriate marketing resources that represent the Wānanga as an exciting and interesting option for tertiary study.</li> <li>• Career events and activities, both on and off campus, are well organised.</li> <li>• Provide well documented quarterly reports to the Manager and Director Marketing and relevant Wānanga staff in a timely and accurate manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular communication is maintained with the manager and Director – Marketing as agreed.</li> <li>• Excellent working relationships are developed with high schools</li> <li>• School contact details are kept up to date and records of visits and discussions are readily available.</li> <li>• Information is regularly reviewed and up dated to reflect changes in programmes and student services including social media information.</li> <li>• Marketing resources are critiqued by the Director Marketing and feedback is incorporated.</li> <li>• Feedback from participants at career events and activities are positive.</li> <li>• Quarterly written reports are provided to the Manager and Director Marketing.</li> </ul>

<p><b>KRA 4: Community Engagement</b></p> <ul style="list-style-type: none"> <li>To demonstrate the ability to forge and maintain strong links with individuals, schools, community, Iwi, hapū and organisations concerned with the promotion and practice of the aims and objectives of Awanuiārangi and the programme(s).</li> </ul>	<ul style="list-style-type: none"> <li>Consistent, constructive and effective liaison with the staff, students, professional organisations, schools, business organisations, Iwi and hapū groups. Evidenced by diary notes and meeting minutes.</li> </ul>
<p><b>KRA 5: Team and Personal Effectiveness</b></p> <ul style="list-style-type: none"> <li>Provides relief to Tāmaki Makaurau team and Marketing team members during leave or peak workload.</li> <li>Documents the critical functions within areas of responsibility.</li> <li>Continual updating of knowledge and skills relating to technology, administrative systems and other aspects of the position.</li> </ul>	<ul style="list-style-type: none"> <li>Team are supported as required.</li> <li>Feedback evidences good communication is fostered with the team and other staff members.</li> <li>Work processes are updated on an annual basis.</li> <li>Professional development and training is undertaken as required.</li> </ul>
<p><b>KRA 6. Other corporate activities</b></p> <ul style="list-style-type: none"> <li>Provide input regarding publicity material and Wānanga publications as required.</li> <li>Undertake campus tours for prospective students, their employers, their whanau and other interested people.</li> <li>Comply with all legal and Wānanga requirements for records management.</li> <li>Undertake any other duties as may be required by the manager</li> <li>To participate in Wānanga events as required.</li> </ul>	<ul style="list-style-type: none"> <li>Evident colleagues responsible for marketing/branding are kept informed on market feedback.</li> <li>Evident prospective students are welcomed in a friendly and professional manner.</li> <li>All legal and Wānanga requirements are complied with in respect of the administration and management of all Wānanga records.</li> <li>Demonstrated flexibility and willingness to assist with other duties as required.</li> <li>Evidenced by observation.</li> </ul>
<p><b>7. General Requirements of all Wānanga Employees</b></p> <ul style="list-style-type: none"> <li>Possess a student-centric work ethic. Actively seek to provide the best possible service to our students;</li> <li>Promote the Wānanga as a positive and dynamic learning environment;</li> <li>Commit to providing quality education;</li> <li>Strive for high student retention and success;</li> <li>Be culturally aware;</li> <li>Participate in the Wānanaga appraisal process;</li> <li>Improve and develop yourself through training and professional development opportunities;</li> <li>Meet your obligations under the Health and Safety at Work Act 2015 by; <ul style="list-style-type: none"> <li>Being responsible for maintaining a safe and healthy workplace</li> <li>Following health and safety rules, policies and procedures,</li> <li>Reporting accidents, injuries and unsafe equipment, practices or conditions</li> <li>Taking reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety of others.</li> </ul> </li> <li>Undertake any other key duties as agreed with your Manager.</li> </ul>	

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"> <li>• A relevant tertiary qualification at degree level and/or equivalent relevant work experience.</li> <li>• A current, unrestricted private motor vehicle licence.</li> </ul>	
Experience	
<ul style="list-style-type: none"> <li>• Previous experience in a similar position and/or experience engaging with community, iwi, or schools.</li> <li>• Experience in the field of promotional marketing and recruitment.</li> <li>• Experience building whanau, hapū, iwi, and community networks.</li> <li>• Minimum of three years' experience in a customer focused, service delivery role.</li> <li>• Experience in sales and marketing of products or services.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and relevant experience in the Tertiary sector preferred.</li> <li>• In the tertiary sector preferred.</li> </ul>
Skills and Attributes	
<ul style="list-style-type: none"> <li>• Te Reo Māori skills to at least intermediate and a commitment to improving Te Reo Māori skills</li> <li>• Understanding and knowledge of Tikanga Māori and its application in a kaupapa Māori and tertiary environment.</li> <li>• Excellent interpersonal and relationship building abilities.</li> <li>• Excellent communication, including understanding and experience of digital platforms organisational and planning skills.</li> <li>• Public speaking and presentation skills using a range of media.</li> <li>• Proven ability to use Microsoft Office suite to at least intermediate level and experience using databases, and social media tools.</li> <li>• Ability to meet deadlines and work independently.</li> </ul>	<ul style="list-style-type: none"> <li>• Te Reo Māori fluency preferred/or a willingness to move toward fluency.</li> </ul>

<ul style="list-style-type: none"> <li>• Ability to collect and analyse data and prepare reports.</li> <li>• Ability to exercise judgement and use initiative.</li> <li>• Understand client service delivery.</li> <li>• Friendly, courteous and outgoing.</li> <li>• Supportive team member.</li> <li>• Flexible – able to respond to change.</li> <li>• Confidential.</li> <li>• Understanding and commitment to Equal Educational Opportunities and an awareness and understanding of Te Tiriti o Waitangi.</li> </ul>	
<b>Competencies</b>	<b>Looks Like</b>
<p><b>Values Alignment</b></p> <p>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"> <li>• Examines and clarifies personal values and behaviours</li> <li>• Communicates and models organisational values</li> <li>• Uses organisational values in decision-making</li> <li>• Manages own personal development and learning</li> </ul>
<p><b>Tauira/Customer Service</b></p> <p>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"> <li>• Focuses on tauira/customer needs and meets or exceeds their requirements</li> <li>• Clarifies tauira/customer needs</li> <li>• Confirms satisfaction</li> <li>• Listens and empathises</li> <li>• Develops approaches that provide total solutions for tauira/customers</li> </ul>
<p><b>Work Standards</b></p> <p>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"> <li>• Sets high performance standards</li> <li>• Emphasises high standards to others</li> <li>• Shows pride when standards are met</li> <li>• Shows dissatisfaction with substandard performance</li> </ul>
<p><b>Attention to Detail</b></p> <p>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"> <li>• Clarifies details of tasks</li> <li>• Completes all details</li> <li>• Checks outputs for accuracy and completeness</li> <li>• Follows established procedures</li> <li>• Maintain checklist to cover details.</li> </ul>



<p><b>Results Orientation</b></p> <p>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"> <li>• Sets clear, challenging accountabilities and performance objectives and measure the results</li> <li>• Commits to action individually, or in the team</li> </ul>
<p><b>Technical/Professional Knowledge</b></p> <p>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"> <li>• Understands technical terminology and developments</li> <li>• Knows how to apply a technical skill or procedure</li> <li>• Knows when to apply a technical skill or procedure</li> <li>• Performs complex tasks in area of expertise.</li> </ul>
<p><b>Teamwork/Collaboration</b></p> <p>Building and participating in effective teams to accomplish organisational goals. Understanding the importance of collaboration and shared values in creating a high-performance environment. Understanding teams are to drive for better results and enhanced performance; teamwork is as important as teams.</p>	<ul style="list-style-type: none"> <li>• Contributes to team development, shares ideas and achievement of results</li> <li>• Clarifies roles and responsibilities, and priorities</li> <li>• Looks to help others</li> <li>• Supports team decisions and shares accountability within the team</li> <li>• Works co-operatively and exchanges information freely</li> </ul>