



ARO TŪRANGA Position Description

A wānanga provided in section 162(4)(b)(iv) of the Education Act 1989, is characterised by “teaching and research that maintains, advances and disseminates knowledge and develops intellectual independence, and assists the application of knowledge regarding āhuatanga Māori (Māori tradition) according to tikanga Māori (Māori custom)”.

Tūranga <i>Position</i>	Kairuruku – Whakatairanga Tauira (Coordinator – Tauira Marketing)	
Uepū / Wāhanga <i>Department</i>	Takiwā	
Takiwā <i>District</i>	As confirmed in letter of offer	
Wāhi Mahi <i>Location</i>	As confirmed in letter of offer	
Whakatau ki <i>Reports to</i>	Kaiwhakahaere Kimi Tauira (Manager – Tauira Recruitment)	
Māka Pūtea <i>Salary Grade</i>	Level 5	
Māngai Pūtea <i>Financial Delegation</i>	N/A	
Wā Roanga <i>Tenure</i>	Permanent full-time	
Ngā Rōpu Whaihua <i>Functional Relationships</i>	<u>Internal</u> <ul style="list-style-type: none"> • Takiwā Management, Kaimahi and Sites • Kaimahi within Rākaikahuroa • Tauira 	<u>External</u> <ul style="list-style-type: none"> • Iwi / Hapū • Pasifika and Migrant Communities • Community • Whānau and Supporters • Other Education Providers • Government Agencies • Suppliers and Contractors • Consultants

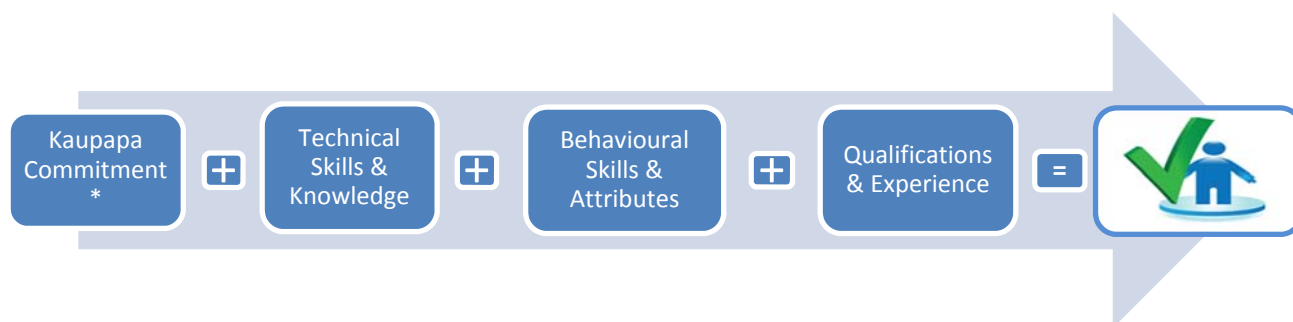
Pūtake Tūranga - Role Purpose

The primary function of the Kairuruku Whakatairanga Tauira (Coordinator – Tauira Marketing) is to plan, develop and execute innovative and effective marketing and recruitment insights, events and campaigns.

Key Performance Indicators	Success Factors
Tauira Marketing <ul style="list-style-type: none"> - Plan and organise events and campaigns - Provide support for recruitment advisors - Briefing and ordering marketing material - Provide marketing support for the recruitment team - Manage local social media (in alignment with TWoA policy) - Plan, research and develop marketing insights, profiles and success stories - Pitch stories to external media (within TWoA guidelines) - Manage local media requests - Develop and coordinate corporate and media communications 	<ul style="list-style-type: none"> • <i>Events run without undue issue and meet the needs of the target market</i> • <i>Circumstances that require marketing assistance are quickly recognised and addressed in a timely manner</i> • <i>Quality support provided to the recruitment team</i> • <i>Marketing and recruitment resources are available and ready-to-use</i> • <i>Teamwork is effectively used to ensure recruitment support and the meeting of targets</i> • <i>Effective relationships are created and maintained with local media</i> • <i>Requests and queries are addressed in a timely and efficient manner</i> • <i>No breaches of TWoA policy or the Privacy Act</i>
Health and Safety <ul style="list-style-type: none"> - Recognise and address circumstances to prevent unhealthy or unsafe situations - Perform any manual duties in a safe and responsible manner 	<ul style="list-style-type: none"> • <i>Adherence to all safety and wellness policies and procedures.</i> • <i>Faults are reported immediately to relevant personnel</i> • <i>Zero harm while carrying out duties</i>
Other Duties <ul style="list-style-type: none"> - From time-to-time all kaimahi are encouraged to engage in other activities outside their assigned duties, such as (but not limited to) setting up and attending powhiri, hosting visitors, recruitment drives and supporting other kaimahi in their roles 	<ul style="list-style-type: none"> • <i>Positive engagement in activities that contribute to the overall functionality and operation of Te Wānanga o Aotearoa</i>

The employee shall be required to exercise all their skills and knowledge in the achievement of the position objectives and to follow any current or future procedures and policies related to achieving the objectives.

The responsibilities and expectations outlined in this position description may alter as business needs change. In addition specific objectives and outcomes will be set with the manager of the kaimahi on an annual basis at performance review.



<u>Qualifications and Experience</u>	Qualifications: <ul style="list-style-type: none"> Diploma in Business or marketing related field and a Full clean Driver's Licence Experience: <ul style="list-style-type: none"> 4+ years' experience in a marketing administration or co-ordination role Āhukatanga Māori: <ul style="list-style-type: none"> Engages in cultural activities and has a sound understanding of āhukatanga Māori (values, culture and tikanga) Understands and uses basic te reo Māori phrases, mihi and greetings (TARM level 2 or equivalent qualification) Prepared to increase knowledge, understanding and everyday use of te reo and āhukatanga Māori and support other kaimahi in the same endeavour Actively applies Te Wānanga o Aotearoa values in the workplace
<u>Technical Skills</u> Are the specialised skills and abilities required for a particular role	<ul style="list-style-type: none"> Excellent promotional and marketing skills Intermediate user knowledge of Microsoft suite of applications (ie. Outlook, Excel, Word, Power Point, Publisher) Excellent written and oral communication skills Excellent relationship management skills Sound understanding of brand representation Understanding of Māori imagery and appropriate usage
<u>Behavioural Skills and Attributes</u> Behavioural Competencies are the role specific behaviours and attitudes required by kaimahi (staff) to be successful in their roles	Attention to Detail Achieves thoroughness and accuracy when accomplishing a task through concern for all the areas involved. Creativity Generates many new and unique ideas and ways to implement these ideas successfully; and is seen as original and value-adding in brainstorming settings. Drive for Results Steers self and others to achieve or exceed results; overcomes obstacles; drives performance; and has personal commitment to excellence and a focus on attaining goals. Flexibility Works effectively within a variety of situations and with diverse individuals or groups. Organising Marshals resources (people, funding, materials and support) to get things done; orchestrates multiple activities at once to accomplish a goal; uses resources effectively and efficiently; and arranges information to a high standard.

* Kaupapa Commitment is the recognition and acknowledgement of TWoA's Vision, Mission, Philosophy and Values (refer final page of this document) and the commitment to uphold, maintain and strengthen these through our actions and contributions

	<p>Planning Accurately determines the length and difficulty of tasks and projects; sets clear, realistic and measureable goals; sets priorities and time parameters to accomplish tasks and projects, anticipates road blocks and develops contingencies to redirect tasks so momentum is maintained.</p> <p>Relationship Management Proactively develops and maintains effective internal and external relationships to facilitate the achievement of work goals.</p> <p>Team Work Works collaboratively with a group of people, in order to achieve a goal.</p>
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Te Wānanga o Aotearoa

Te Wānanga o Aotearoa is one of New Zealand's largest tertiary education providers. We offer a comprehensive range of certificate to degree level qualifications to New Zealanders of all ages and walks of life.

Operating from over 80 locations throughout the country, we provide a unique learning environment. We aim to overcome barriers to learning, and to meet the needs of all within the communities we serve.

Guided by Māori principles and values, we take great pride in this nurturing and inclusive learning environment, as well as the depth and diversity of our courses in small business, computing, social work, teaching, Māori performing arts and te reo Māori.

Te Wānanga o Aotearoa has provided a fresh and vibrant alternative within the New Zealand tertiary education sector for 30 years, enhancing the skills and employment opportunities of more than 50,000 graduates.

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Ko te Uaratanga – Our Mission

Tauira success

Everything we do focusses on contributing to greater success for our tauira.

Ko te Whakakitenga – Our Vision:

Whānau transformation through education

We aspire to the collective success of our tauira, their whānau and communities

Ko Ngā Uara – Our Values

Our values of Te Aroha, Te Whakapono, Ngā Ture and Kotahitanga are embedded in and woven through the actions we take to achieve successful outcomes for our tauira. Tauira success is what underpins our success as an organisation. Te Wānanga o Aotearoa defines its values as follows:

Te Aroha:	Having regard for one another and those for whom we are responsible and to whom we are accountable.
Te Whakapono:	The basis of our beliefs and the confidence that what we are doing is right.
Ngā Ture:	The knowledge that our actions are morally and ethically right and that we are acting in an honourable manner.
Kotahitanga:	Unity amongst iwi and other ethnicities; standing as one

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