

tūire
whakapono
āroha
kotahitanga



Te Wānanga
o Aotearoa

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)”.

Senior Marketing Specialist

Location	Uepū / Wāhanga Department	Whakatairanga
	Takiwā / Rohe District	Te Puna Manaaki
	Wāhi Mahi Location	Te Awamutu
Reporting & remuneration	Whakatau ki Reports to	Manager – Marketing & Recruitment Services
	Māka Pūtea Salary Grade	Level 7
	Māngai Pūtea Financial Delegation	N/A
	Wā Roanga Tenure	As per letter of offer
Stakeholders	Ngā Rōpu Whaihua Functional Relationships	<p>Internal</p> <ul style="list-style-type: none"> Te Wānanga o Aotearoa Kaimahi Key stakeholders within Te Wānanga o Aotearoa Takiwā Senior Leadership Team (SLT) and other Takiwā/Rohe Leaders and Managers and Kaimahi at Sites with the Takiwā Aramātauranga and other Uepu Leaders, Managers and Kaimahi at Te Puna Manaaki <p>External</p> <ul style="list-style-type: none"> Iwi/Hapū External Stakeholders (Contractors and Suppliers) Consultants

		<ul style="list-style-type: none"> • Partner Organisations • Relevant external agencies and providers
purpose	Pūtake Tūranga - Role Purpose	The primary purpose of the Senior Marketing Specialist is to develop and implement specific marketing strategies that increase the awareness and reputation of our brand, academic programmes and graduates.

Key Performance Indicators	Success Factors
-----------------------------------	------------------------

Strategy, Planning & Compliance
--

<ul style="list-style-type: none"> • Design, create and deliver marketing strategies to support the growth, expansion awareness and reputation of Te Wananga o Aotearoa (TWOA) academic programmes and graduates. • Leverage market, brand and audience data to build marketing insights around our programmes and taura. • Collaborate with teams across TWOA to ensure we have a clear market position, proposition, key messages and marketing plans around academic programmes • Implement (and contribute to the development of) portfolio planning, briefing and quality assurance frameworks, as well as adherence to legislative and TWOA tikanga, policy and procedure requirements. • Execute sponsorship and event plans that deliver on marketing objectives in agreement and consultation with reporting manager and partnership with functional relations as required for the task. 	<ul style="list-style-type: none"> • Marketing strategies are delivered resulting to increased awareness of TWOA programmes. • Briefing and QA frameworks are implemented, and compliance standards are adhered to. • Marketing objectives are met. • Data is analysed and recommendations made and implemented. • Collaborated with key stakeholders to ensure key messages about programmes are achieved.
--	--

Content

<ul style="list-style-type: none"> • Develop accurate and specific course material, online information, course guides and brochures. • Champion the effective use of social media as part of a broad media mix to reach target audiences. • Build marketing plans that engage effectively with target audiences, using a range of channels including social and digital, broadcast, OOH, print, direct and brand engagement events. 	<ul style="list-style-type: none"> • Info materials are developed with adherence to compliance requirements. • Audience engagement is reached, in line with the marketing plans.
--	--

Kaupapa Matua

Te Wānanga o Aotearoa has a unique history and operating context. Te Kaupapa Matua o Te Wānanga o Aotearoa tells our history, guides our future and shapes the unique identity of our wānanga. There is therefore an expectation that kaimahi;

- Actively familiarise themselves with Te Kaupapa Matua o Te Wānanga o Aotearoa and how this shapes and informs our actions
- Uphold Te Wānanga o Aotearoa Values and Te Kaupapa Matua o Te Wānanga o Aotearoa.

- Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa
- Actions of kaimahi are aligned with Te Wānanga Aotearoa values and Te Kaupapa Matua o Te Wānanga o Aotearoa.
- Values and Te Kaupapa Matua o Te Wānanga are applied in a manner that protects the mana of Te Wānanga o Aotearoa its vision, mission, and philosophy

Kaimahi Experience

- Encourage and foster a productive environment that benefit all kaimahi.
- Effectively utilise technology and automation, when possible, to provide streamlined access to capabilities and insights that positively impact the day-to-day mahi.
- Support kaimahi experience and ensure that employees feel connected, empowered, well-informed and have great experiences at mahi.
- Stay abreast to current trends and developments to support and nurture kaimahi experience.

- Kaimahi are listened to and valued when communicated

Health and Safety

- Comply with all health, safety and wellness policy and procedures
- Recognise and address circumstances to prevent unhealthy or unsafe situations
- Perform any manual duties in a safe and responsible manner
- Report faults in accordance with policy
- Process risk management forms and health and safety issues accordingly

- Health, safety and wellness policies and procedures are adhered to and complied with
- Risk minimisation assessment is completed and any identified mitigation action taken
- Zero harm while carrying out duties and programme delivery meets all safety standards as outlined in policy and procedures
- Faults are reported immediately to relevant personnel
- Forms are completed that accurately reflect risks and health and safety issues.

Information Management

- Meets the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere

- Te Wānanga o Aotearoa records are created and maintained in corporate information systems, meeting specified information management standards and legislation

Other Duties

- Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications
- Undertake professional development as identified

- Requests by the employer are undertaken
- Professional development is undertaken as agreed
- Hui are attended as required

- Attend hui kaimahi as requested
- 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 pōwhiri, hosting visitors, recruitment drives and supporting other kaimahi in their roles
- Positive engagement in activities that contribute to the overall functionality and operation of Te Wānanga o Aotearoa

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 agreed to with the employee's manager on an annual basis at performance review.

Person Specification

Qualifications and Experience

Qualifications:

- Bachelor Degree in Marketing or related field
- Full NZ driver's licence

Experience:

- Proven experience managing end-to-end marketing strategies and campaigns
- Proven experience building and managing complex relationships
- Proven marketing experience in a large organisation operating in a complex market environment

Preferably 5 years' or more experience in one or more of the following areas:

- Digital marketing strategy – from data analysis to insights, strategy creation, implementation, tracking, evaluation and improvement of digital display, SEM, SEO, Google ads, nurture marketing and ROI
- Strategic (re)build and (re)launch of a new website for a complex organisation
- Mātauranga and tikanga Māori – working in a Māori organisation or for a Māori kaupapa

Āhuatanga Māori:

- Actively engages in cultural activities and has an excellent understanding of āhuatanga Māori (values, culture and tikanga)
- Able to greet and acknowledge people in te reo Māori and pronounce Māori words correctly
- Prepared to increase knowledge, understanding and everyday use of te reo and āhuatanga Māori and support other kaimahi in the same endeavour
- Understands and is an advocate for using Te Wānanga o Aotearoa values in the workplace

Technical Skills

Are the specialised skills and abilities required for a particular role

- Advanced proficiency with Google Analytics and web analysis tools
- Excellent analytical, communication and presentation skills
- Intermediate level of technology proficiency
- Advanced user knowledge of Microsoft Office Suite