

A wānanga as provided under section 398D of the Education and Training Act 2020, is an institution that: “Māori, have been instrumental in establishing; a wide diversity of teaching and intellectual endeavour that is closely interdependent; associated with higher learning; and are kaitiaki of Mātauranga Māori, te Reo Māori, and tikanga Māori within the tertiary education sector. A wānanga positions themselves within the networks of indigenous tertiary institutions across the world and contributes to the setting of international indigenous standards of teaching and intellectual endeavour”.

<b>Tūranga / Position:</b>	Senior Specialist – Marketing and Insights	
<b>Uepū / Wāhanga / Department:</b>	Taura Engagement and Experience / Marketing and Recruitment Services	
<b>Takiwā / Rohe / District:</b>		
<b>Wāhi Mahi / Location:</b>	As per Letter of Offer	
<b>Reports to:</b>	National Manager Marketing & Recruitment Services	
<b>Whakatau ki / Direct reports:</b>	n/a	
<b>Indirect Reports:</b>	n/a	
<b>Māka Pūtea / Salary Grade:</b>	Level 7	
<b>Wā Roanga / Tenure:</b>	As per Letter of Offer	
<b>Key Relationships:</b>	<b>Internal:</b>	<ul style="list-style-type: none"> <li>All Te Wānanga o Aotearoa (TWoA) kaimahi</li> </ul>
	<b>External:</b>	<ul style="list-style-type: none"> <li>External Stakeholders (Contractors and Suppliers)</li> <li>Taura, iwi, hapū and whānau</li> <li>Relevant external agencies and providers (TEC, MoE, NZQA)</li> </ul>

### **Pūtake Tūranga / Role Purpose**

The Senior Specialist – Marketing and Insights will lead, develop, and deliver integrated communications, marketing strategies, insights, data collection, and research functions that support and advance organisational objectives.

The role is responsible for establishing robust systems for gathering, analysing, and interpreting data and research to inform organisational decision making, policy development, and service delivery.

Key Responsibilities	Deliverables / Accountabilities
<b>Role Specific Requirements</b>	<p><b>Strategic Communications and Marketing</b></p> <ul style="list-style-type: none"> <li>- Ensure that any insights actively inform and shape organisation-wide communications and marketing strategies</li> <li>- Translate complex data into actionable insights that enhance engagement, brand positioning, and overall organisational effectiveness.</li> <li>- Collaborate with Tauria and Attraction teams to integrate communications and marketing national engagement activities.</li> <li>- Coordinate planning, execution, and post-event evaluations to continuously improve national engagement outcomes.</li> </ul> <p><b>Data Analysis and Reporting</b></p> <ul style="list-style-type: none"> <li>- Ensure data insights strengthen and improve communications and marketing strategies across the organisation.</li> <li>- Prepare clear, insightful reports and dashboards that identify trends, strengths, and improvement opportunities.</li> <li>- Present findings to the Director, Pouwhakahaere and other leaders in ways that inform strategy, planning, and performance improvement.</li> </ul> <p><b>Stakeholder Insight Integration</b></p> <ul style="list-style-type: none"> <li>- Build and maintain an organisational repository for stakeholder insights.</li> <li>- Ensure stakeholder feedback and sentiment are accessible and used across key planning and design activities.</li> <li>- Leverage insights from social media metrics, survey results, data analysis, and stakeholder feedback to provide evidence-based recommendations to internal stakeholders.</li> </ul> <p><b>Strategic Advice and Continuous Improvement</b></p> <ul style="list-style-type: none"> <li>- Contribute to organisational strategy by identifying emerging themes, risks and opportunities in stakeholder feedback.</li> <li>- Measure engagement levels and inform continuous improvement of communications and marketing activities.</li> </ul> <p><b>Governance and Compliance Reporting</b></p> <ul style="list-style-type: none"> <li>- Support reporting to Te Mana Whakahaere, Pouwhakahaere</li> </ul>

Key Responsibilities	Deliverables / Accountabilities
	<p>and external agencies as required.</p> <ul style="list-style-type: none"> <li>- Ensure compliance with data privacy, ethics, and research standards.</li> <li>- Assist in the development of the Annual Report and Statement of Service Performance through insights reporting.</li> </ul>
<p><b>Driving for Business Performance:</b></p> <p>Role content specific to the relevant subject matter expertise or specialism of this role.</p> <p>Responsibility for specific KPIs or performance and or reporting metrics.</p> <p>Role in organisational success (e.g. service delivery, financial targets, culture).</p>	<ul style="list-style-type: none"> <li>- Accountable for task completion and quality.</li> <li>- Sets clear direction for self.</li> <li>- Seeks own development and takes accountability.</li> <li>- Provides feedback and builds trust.</li> <li>- Contributes to team capability and cohesion.</li> </ul>
<p><b>Problem Solving Requirements including but not limited to:</b></p> <p>Decision-Making Authority &amp; Delegations</p> <p>Level of autonomy in strategic, operational, or tactical decisions.</p> <p>Impact of decisions across the organisation or sector.</p>	<ul style="list-style-type: none"> <li>- Makes task decisions within role scope.</li> <li>- Escalates complex, strategic or people-related issues.</li> </ul>
<p><b>Kaupapa Matua</b></p> <p>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 will follow and work by these guiding principles.</p>	<ul style="list-style-type: none"> <li>- Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa.</li> <li>- Actions are aligned with Te Wānanga o Aotearoa leaders.</li> <li>- Ngā Uara are applied in a manner that protects the mana of Te Wānanga o Aotearoa, leadership peers and kaimahi</li> </ul>
<p><b>Communications and Relationship Management</b></p>	<ul style="list-style-type: none"> <li>- Communication style and frequency support internal and external contact with stakeholders.</li> </ul>

Key Responsibilities	Deliverables / Accountabilities
Effectively builds and maintains relationships that uphold the reputation and mana of Te Wānanga o Aotearoa	
<b>Information Management</b> Te Wānanga o Aotearoa records are created and maintained in corporate information systems, meeting specified information management standards and legislation.	<ul style="list-style-type: none"> <li>- Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere.</li> <li>- Create and manage records of TWoA activities in accordance with TWoA privacy, data, information, and records management policies and procedures.</li> </ul>
<b>Health and Safety</b> Uphold and comply with the Health and Safety at Work Act 2015. Demonstrate a commitment to Te Wānanga o Aotearoa health and safety policies and procedures and take reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety and well-being of others.	<ul style="list-style-type: none"> <li>- Report potential risks, incidents and near misses so the organisation can investigate, and eliminate or minimise harm or risk of harm, in accordance with TWoA Health and Safety policies and procedures.</li> <li>- Promotes personal and team wellbeing.</li> <li>- Recognises and actively manages stress.</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>- Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications.</li> </ul>
The kaimahi shall be required to exercise all their skills and knowledge to achieve the position objectives and follow any current or future procedures and policies related to achieving them. The responsibilities and expectations outlined in this position description may alter as business needs change. In addition, specific objectives and outcomes will be agreed upon with the upline manager on an annual basis.	

## Person specification

<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>- Relevant tertiary qualification in Communications, Marketing, Business, Social Research, or a related discipline.</li> <li>- Bachelor's or Postgraduate qualification desirable.</li> <li>- Full NZ Drivers Licence (Class 1).</li> </ul>
<b>Essential Experience and Skills:</b>	<ul style="list-style-type: none"> <li>- Minimum 5 years' experience in applied research, evaluation, or insights analysis roles.</li> <li>- Strong experience in survey design, delivery, analysis and</li> </ul>



	<p>reporting.</p> <ul style="list-style-type: none"> <li>- Proficient in data analysis tools such as Excel, Power BI, Survey Monkey, or other survey platforms.</li> <li>- Experience working in kaupapa Māori contexts or a strong commitment to cultural competency.</li> <li>- Proven experience working and supporting diverse client groups.</li> <li>- Excellent relationship management skills with a demonstrated ability to work collaboratively across teams.</li> <li>- Proven ability to analyse, investigate and interpret data, issues and situations.</li> <li>- Strong motivational and empowerment skills.</li> <li>- Strong relationship management skills.</li> <li>- Strong communication skills.</li> </ul>
<b>Āhuatanga Māori</b>	<ul style="list-style-type: none"> <li>- Demonstrated commitment to participating fully in cultural activities (e.g., pōwhiri / karakia /Te Whāriki) and exemplify Māori values.</li> <li>- Prepared to increase knowledge, understanding and everyday use of te reo and āhuatanga Māori and support other kaimahi in the same endeavour.</li> <li>- Te Kaupapa Mātua is understood and applied to mahi and relationships.</li> </ul>
<b>Essential Attributes:</b>	<p><b>Governance Awareness &amp; System Leadership</b></p> <ul style="list-style-type: none"> <li>- Understands governance roles.</li> <li>- Adheres to delegated authority.</li> </ul> <p><b>Analytical and Insight-Driven</b></p> <ul style="list-style-type: none"> <li>- Skilled in designing and applying quantitative and qualitative methodologies.</li> <li>- Translates complex data into clear insights that support strategic and operational decision-making.</li> </ul> <p><b>Critical Thinking and Strategic/Planning Contribution</b></p> <ul style="list-style-type: none"> <li>- Understands organisation's purpose.</li> <li>- Can articulate how their role contributes to organisational goals.</li> <li>- Contributes ideas. Understands how tasks relate to wider goals.</li> </ul>

	<p><b>Financial Responsibility</b></p> <ul style="list-style-type: none"> <li>- Uses resources responsibly.</li> <li>- Understands cost implications.</li> </ul> <p><b>Communication, Motivational and Empowerment Skills</b></p> <ul style="list-style-type: none"> <li>- Communicates insights effectively across technical and non-technical audiences.</li> <li>- Prepares high-quality reports, visualisations, and presentations.</li> </ul> <p><b>Planning and Attention to Detail</b></p> <ul style="list-style-type: none"> <li>- Manages multiple surveys and data sources with precision and attention to quality.</li> <li>- Demonstrates strong organisational and project management skills.</li> </ul> <p><b>Digital &amp; Technology Fluency, Adoption &amp; Modernisation</b></p> <ul style="list-style-type: none"> <li>- Uses basic digital tools.</li> </ul> <p><b>Data-Informed Decision-Making</b></p> <ul style="list-style-type: none"> <li>- Understands simple data.</li> </ul> <p><b>Innovation &amp; Continuous Improvement</b></p> <ul style="list-style-type: none"> <li>- Suggests improvements.</li> <li>- Adapts practices.</li> </ul> <p><b>Ethics and Integrity</b></p> <ul style="list-style-type: none"> <li>- Maintains confidentiality and high ethical standards in all research and analysis.</li> <li>- Demonstrates independence, objectivity and transparency in the collection and reporting of data.</li> </ul> <p><b>Continuous Improvement and Innovation</b></p> <ul style="list-style-type: none"> <li>- Keeps current with new tools, approaches and trends in research and evaluation.</li> <li>- Advocates for evidence-based culture and the use of stakeholder voice in organisational improvement.</li> </ul>
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