

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”.

Tūranga / Position:	Advisor – Media and Advertising	
Uepū / Wāhanga / Department:	Tauira Engagement and Experience / Marketing and Recruitment Services	
Takiwā / Rohe / District:	As per Letter of Offer	
Wāhi Mahi / Location:	As per Letter of Offer	
Reports to:	National Manager- Marketing & Recruitment Services	
Whakatau ki / Direct reports:	n/a	
Indirect Reports:	n/a	
Māka Pūtea / Salary Grade:	6	
Wā Roanga / Tenure:	As per Letter of Offer	
Key Relationships:	Internal:	<ul style="list-style-type: none"> All Te Wānanga o Aotearoa (TWoA) kaimahi
	External:	<ul style="list-style-type: none"> External Stakeholders (Contractors and Suppliers) Tauira, iwi, hapū and whānau Relevant external agencies and providers (TEC, MoE, NZQA)

Pūtake Tūranga / Role Purpose

The **Advisor – Media and Advertising** is responsible for the development, coordination, and implementation of paid and owned media campaigns that support tauira recruitment, brand awareness, and strategic engagement goals for Te Wānanga o Aotearoa. This role provides expert advice on media planning and buying across traditional and digital platforms, and ensures all advertising aligns with brand, kaupapa Māori values, and organisational strategy.

The Advisor plays a central role in designing targeted campaign activity to reach prospective tauira and stakeholders, supports vendor and media agency relationships, and monitors the effectiveness of media investment. This includes supporting national media scheduling, creative placement, advertising compliance, and tactical adjustments to support both national and regional recruitment priorities.

Key Responsibilities	Deliverables / Accountabilities
Role Specific Requirements	<p>Media Planning and Advertising Campaign Development</p> <ul style="list-style-type: none"> - Support the development and implementation of integrated national media plans across paid, owned, and earned media channels, aligned with taura recruitment and brand campaigns. - Coordinate media strategies to support campaign objectives including programme promotions, seasonal enrolments, and strategic messaging initiatives. - Identify appropriate media mixes to optimise campaign reach and impact across diverse target audiences, including Māori and underserved communities. <p>Media Buying and Agency Liaison</p> <ul style="list-style-type: none"> - Manage relationships with external media agencies and advertising suppliers, including negotiation, campaign briefings, scheduling, and performance oversight. - Monitor campaign performance and in conjunction with National Manager – Marketing and Recruitment Services, ensure timely adjustments in line with budget, audience engagement data, and changing campaign needs. - Ensure best practice media placement, efficiency in spend, and value-add opportunities are secured through agency partnerships. <p>Campaign Delivery and Creative Implementation</p> <ul style="list-style-type: none"> - Coordinate the placement of creative assets across multiple channels including print, radio, digital, out-of-home (OOH), social, and emerging media formats. - Work closely with the in-house brand, creative, and digital teams to ensure content is delivered to spec, on time, and across the correct platforms. - Ensure all media activity is brand-aligned, audience-relevant, and reflects the kaupapa and values of Te Wānanga o Aotearoa. <p>Analytics, Reporting, and Optimisation</p> <ul style="list-style-type: none"> - Monitor, analyse, and report on the performance of media and advertising campaigns using media dashboards, platform analytics, and agency reports. - Provide insights to support continuous improvement of advertising strategy, audience targeting, and budget

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	<p>allocation.</p> <ul style="list-style-type: none"> - Make evidence-based recommendations to refine campaign performance, media spend, and creative approaches. <p>Compliance, Policy and Strategic Alignment</p> <ul style="list-style-type: none"> - Ensure all media activity complies with ASA (Advertising Standards Authority) regulations, sector advertising policies, and internal brand guidelines. - Provide internal media advisory support to other functions and campaigns, ensuring consistent standards across all public-facing advertising. - Support alignment of media activities with institutional strategy, cultural identity, and long-term brand positioning.
<p>Driving for Business Performance:</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"> - Accountable for task completion and quality. - Sets clear direction for self. - Seeks own development and takes accountability. - Provides feedback and builds trust. - Contributes to team capability and cohesion.
<p>Problem Solving Requirements including but not limited to:</p> <p>Decision-Making Authority & 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"> - Makes task decisions within role scope. - Escalates complex, strategic or people-related issues to National Manager – Marketing and Recruitment Services.
<p>Kaupapa Matua</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</p>	<ul style="list-style-type: none"> - Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa. - Actions are aligned with Te Wānanga o Aotearoa leaders.

Key Responsibilities	Deliverables / Accountabilities
and shapes the unique identity of our Wānanga. There is therefore an expectation that kaimahi will follow and work by these guiding principles.	<ul style="list-style-type: none"> - Ngā Uara are applied in a manner that protects the mana of Te Wānanga o Aotearoa, leadership peers and kaimahi
Communications and Relationship Management Effectively builds and maintains relationships that uphold the reputation and mana of Te Wānanga o Aotearoa	<ul style="list-style-type: none"> - Communication style and frequency supports internal and external contact with stakeholders.
Information Management 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"> - Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere. - Create and manage records of TWoA activities in accordance with TWoA privacy, data, information, and records management policies and procedures.
Health and Safety 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"> - 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. - Promotes personal and team wellbeing. - Recognises and actively manages stress.
Other Duties	<ul style="list-style-type: none"> - Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications.
<p>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.</p> <p>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.</p>	

Person specification

<p>Qualifications:</p> <p><i>Please list role specific qualifications</i></p>	<ul style="list-style-type: none"> - Tertiary qualification at Level 7 or higher in Marketing, Communications, Media, Māori Development, or a related field. - Training or certification in digital media planning, media buying, or campaign analytics (desirable). - Full NZ Drivers Licence (Class 1).
<p>Essential Experience and Skills:</p> <p><i>Please list role specific skills and years of experience</i></p>	<ul style="list-style-type: none"> - 5 years' experience in media planning, advertising campaign management, or marketing communications. - Demonstrated experience developing and executing multi-channel advertising campaigns, including digital, print, radio, and OOH. - Proven ability to work with media agencies, creative teams, and campaign stakeholders to deliver timely and effective advertising outcomes. - Strong understanding of media performance metrics and tools for monitoring advertising effectiveness (e.g. Google Ads, Meta Business Manager, radio/TV audience data). - Sound knowledge of the ASA Code of Advertising Practice and advertising standards relevant to education or public-sector campaigns. - Highly developed planning and coordination skills, including the ability to manage deadlines, budgets, and competing priorities. - Excellent communication skills – verbal, written, and visual – with the ability to influence and collaborate across teams. - Commitment to kaupapa Māori values, and experience producing or advising on culturally aligned campaigns is strongly preferred.
<p>Āhuatanga Māori</p>	<ul style="list-style-type: none"> - Demonstrated commitment to participating fully in cultural activities (e.g., pōwhiri / karakia /Te Whāriki) and exemplify Māori values. - Prepared to increase knowledge, understanding and everyday use of te reo and āhuatanga Māori and support other kaimahi in the same endeavour. - Te Kaupapa Mātua is understood and applied to mahi and relationships.

<p>Essential Attributes:</p>	<p>Governance Awareness & System Leadership</p> <ul style="list-style-type: none"> - Understands governance roles. - Adheres to delegated authority. <p>Critical Thinking and Strategic/Planning Contribution</p> <ul style="list-style-type: none"> - Understands organisation's purpose. - Can articulate how their role contributes to organisational goals. - Contributes ideas. Understands how tasks relate to wider goals. <p>Financial Responsibility</p> <ul style="list-style-type: none"> - Uses resources responsibly. - Understands cost implications. <p>Communication, motivational and empowerment skills</p> <ul style="list-style-type: none"> - Uses storytelling to influence behaviour and inspire teams to achieve goals and link to organisation purpose. <p>Digital & Technology Fluency, Adoption & Modernisation</p> <ul style="list-style-type: none"> - Uses basic digital tools. <p>Data-Informed Decision-Making</p> <ul style="list-style-type: none"> - Understands simple data. <p>Innovation & Continuous Improvement</p> <ul style="list-style-type: none"> - Suggests improvements. - Adapts practices.
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