

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:	Senior Marketing Specialist	
Uepū / Wāhanga / Department:	Taura Engagement and Experience / Marketing and Recruitment Services	
Takiwā / Rohe / District:	Te Puna Manaaki	
Wāhi Mahi / Location:	Te Awamutu	
Reports to:	National Manager – Marketing & Recruitment Services	
Whakatau ki / Direct reports:	n/a	
Indirect Reports:	n/a	
Māka Pūtea / Salary Grade:	Level 7	
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"> Iwi/Hapū External Stakeholders (Contractors, suppliers, consultants) Relevant external agencies and partner organisations

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 Deliverables / Accountabilities
<p>Strategy, Planning & Compliance</p> <ul style="list-style-type: none"> - Design, create and deliver marketing strategies - Support the growth, expansion, awareness and reputation of Te Wānanga 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, value 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 in increased awareness of TWOA programmes. - Data is analysed and recommendations made and implemented. - Collaborate with key stakeholders to ensure key messages about programmes are achieved. - Briefing, and QA frameworks are implemented, and compliance standards are adhered to. - Marketing objectives are met.
<p>Content</p> <ul style="list-style-type: none"> - Develop accurate and specific programme material, online information, programme 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 	<ul style="list-style-type: none"> - Task decisions are made within role scope. Complex, strategic or people-related issues are escalated - Established processes are followed

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digital, broadcast, OOH, print, direct and brand engagement events.	
<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 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"> - Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa. - Actions are aligned with Te Wānanga o Aotearoa leaders. - Ngā Uara are applied in a manner that protects the mana of Te Wānanga o Aotearoa, leadership peers and kaimahi
<p>Kaimahi Experience</p> <ul style="list-style-type: none"> - 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 of current trends and developments to support and nurture kaimahi experience. 	<ul style="list-style-type: none"> - Kaimahi are listened to and valued when communicated
<p>Information Management</p> <p>Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere</p>	<ul style="list-style-type: none"> - Records are created and maintained in corporate information systems, meeting specified information management standards and legislation
<p>Health and Safety</p> <ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Potential risks, incidents and near misses are reported so the organisation can investigate, and eliminate or minimise harm or risk of harm, in accordance with TWoA Health and Safety policies and



Key Performance Indicators	Success Factors Deliverables / Accountabilities
<p>after your own health and safety at work, your fitness for work, and the health and safety and well-being of others.</p>	<p>procedures. Promotes personal and team wellbeing.</p> <ul style="list-style-type: none"> - Recognises and actively manages stress.
<p>Other Duties</p> <ul style="list-style-type: none"> - Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications - Undertake professional development as identified - Attend hui kaimahi as requested <p>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</p>	<ul style="list-style-type: none"> - Other duties are undertaken as required by the employer, provided the kaimahi has the required skills and qualifications. - Professional development is undertaken as agreed - Hui are attended as required - Positive engagement in activities that contribute to the overall functionality and operation of Te Wānanga o Aotearoa
<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>	<p>Qualifications:</p> <p>Bachelor's degree in marketing or related field</p> <p>Full NZ driver's licence</p>
<p>Essential Experience and Skills:</p> <p><i>Please list role specific skills and years of experience</i></p>	<p>Preferably 5 years' or more:</p> <p>Proven experience managing end-to-end marketing strategies and campaigns</p> <p>Proven experience building and managing complex relationships</p> <p>Proven marketing experience in a large organisation operating in a complex market environment</p>



Āhuatanga Māori	<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.
Technical Skills:	<ul style="list-style-type: none">- 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