

Engagement and Events Specialist

Kaupapa | Purpose

Support event delivery. An Engagement and Events Specialist plays a pivotal role in recruitment, events and sponsorship activities at Wintec. This role will be responsible for planning, coordinating, and delivering high-quality events that attract ākonga (students), build meaningful relationships and enhance the institution's brand visibility and engagement.

Reports to: Engagement and Events Lead

Team: Wintec | Te Pūkenga Marketing & Engagement Team

Remuneration: \$60,000 - \$70,000

Date: January 2025

Ngā mahi | Do

- **Active Team Member:** Collaborate as an integral member of the Marketing Team, contributing to the strategic and operational goals of the department. Offer fresh ideas and support recruitment.
- **Community Engagement:** Act as a liaison between Wintec and regional high schools as well as community groups to enhance brand visibility and engagement. Develop relationships with educators and students to position Wintec as a leading tertiary education provider.
- **Recruitment Event Coordination:** Organise and oversee all aspects of Wintec recruitment events, including open days, campus tours, expos, and secondary school activity.
- **Internal departments:** Work with key Marketing and Engagement team members to provide expert support and marketing advice to internal departments (e.g. International, support services) as required.
- **Ensure Brand Consistency:** Work with the rest of the Marketing and Engagement team to champion the Wintec brand, ensuring all creative outputs across channels

adhere to established brand guidelines and maintain a consistent tone, look, and feel.

- **Event Support:** Provide support for institution-wide events, ensuring alignment with Wintec's brand identity and strategic goals. This includes events like graduations, corporate functions, and internal staff events.
- **Sponsorship Delivery:** Support the execution of sponsorship commitments by supporting events and engagements.
- **Onboarding and induction:** Supporting onboarding and induction of new ākonga to the institute.
- **Product knowledge:** Maintain product knowledge, as well as entry and application requirements.

Health, Safety and Wellbeing

Significant hazards in the area of responsibility are identified, documented and reviewed annually or as new hazards emerge;

Significant hazards are eliminated, isolated and/or risk minimised;

Staff in the area of responsibility are involved in the hazard management process;

Relevant health and safety training is identified and completed for key staff and those with specific job/training requirements;

Work accidents and incidents are reported as soon as possible after occurrence; investigation reports are completed and recommendations considered.

Wintec culture

Observes Wintec's mission, strategies, priorities and values in all activities;

Follows all Wintec and Te Pūkenga's policies and procedures and legislative obligations;

Demonstrates an understanding and commitment to the principles of the Treaty of Waitangi and Equal Employment Opportunities (EEO);

Demonstrates an understanding of and commitment to Wintec | Te Pūkenga mission, strategies, priorities and values;

Promotes equity and diversity in the workplace; builds mutual trust; and treats kaimahi equitably, transparently, fairly and in a culturally appropriate manner;

Undertakes continuous improvement and development of systems, procedures and service to ensure Wintec maintains and develops its position as a leading provider of vocational education and training.

Other duties

Performs other duties as may be reasonably required from time to time.

Demonstrate commitment to:

Te Tiriti o Waitangi. Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.

Ākonga at the Centre. Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.

Equity. Through recognition, empowerment, and inclusion we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

Vocational Education and Training Excellence. Through quality provision for all ākonga, meeting the regional needs of employers and communities.

Pūkenga | Have

- Tertiary qualification or relevant experience
- Event and or recruitment experience
- Ability to meet deadlines and produce high quality work
- Highly organised and calm under pressure
- Excellent communication skills (oral and written)
- Experience in delivering presentations and/or confident in public speaking
- Great attention to detail and excellent problem-solving skills
- The ability to take a values-based approach to mahi and team engagement

Waiaro | Be

Authentic and Inclusive: Promote an environment of inclusion and authenticity, where all contributions are valued, . Be courageous to disrupt inequities for all, including Māori,

Pacific and disabled peoples. Hold the conviction that meaningful partnerships with Māori/iwi will contribute to progress for all.

Connected: Integrate waiora-sustainable thinking into your everyday mahi, meeting the needs of the present, without compromising our ability to meet our needs for the future. Embrace the interconnectedness of environmental, social, economic and cultural wellbeing.

Collective: Seek progress over perfection, moving forward with aroha, empathy and persistence. Maintain a focus on results and delivery to build a sustainable, world class, vocational education and training network. Lean into transformation, challenge the status quo and choose courage over comfort to create better results for Wintec | Te Pūkenga, employers, ākonga and their whānau.

Self-awareness: Navigate yourself, and lead others through change with confidence, understanding how to create the conditions you and others need to thrive. Demonstrate humility, be reflective and self-aware, always seeking to grow personally and as a leader.

Ako: Hold lifelong learning as vital in connection, hauora, and continuous improvement both personally and professionally. No matter your role, recognise your mahi contributes to making a positive difference for our ākonga and their whānau, and their ability to create thriving communities. Recognise Te Tiriti o Waitangi as a powerful mechanism for taking positive action in Aotearoa, and a pathway to achieve equity for all.

Mana tāngata: Contribute to a connected, creative, compassionate workplace, where teams are committed to growth, learning and achieving our shared purpose. Create a safe environment for learning and development, in all you do, including Te Tiriti, equity, academic and professional excellence. Recognise kaimahi and whānau wellbeing are interconnected, when we support personal and professional growth we contribute to Te Oranga/participation in society.

Ngā Hononga Mahi | Working relationships

Internal: [All internal departments, Senior Leadership Team, Executive Leadership Team]

External: [Suppliers, Stakeholders]

Resource delegations and responsibilities:

Financial: [NIL]

People: [NIL]