

Head of Marketing and Events

Kaupapa | Purpose

The Head of Marketing and Events is responsible for overseeing the Marketing and Events teams, providing leadership, strategic planning and delivering all marketing and events initiatives, including the corporate marketing campaign.

Reports to: Interim Director – Marketing, Events and Communication

Team: Marketing

Remuneration: \$101,000-\$132,600 (Fixed Remuneration excluding KiwiSaver)

Date: April 2024

Ngā mahi | Do

- Provide effective leadership and management of the marketing, design and events teams
- Develop and execute the brand marketing plans
- Develop and execute the faculty marketing plans in conjunction with Senior Marketing Specialists
- Manage the brand guidelines, brand vision and value proposition
- Ensure robust brand / reputation monitoring and analysis identifying relevant trends and opportunities
- Manage and oversee the Wintec website in conjunction with Senior Digital Specialist
- Manage and oversee the Sponsorship portfolio for Wintec
- Manage and oversee the creative services / design delivery for Wintec
- Work closely with Head of Communication (and other relevant staff) to develop cross-team relationships that enable full service MarComms to be delivered
- Proactively engage with internal and external stakeholders to promote Wintec's brand reputation.
- Contribute to the development of Wintec's social media strategy to promote and grow Wintec's online communities and social media presence in conjunction with Head of Communication

- Contribute to review and improvement of frameworks, policies, and standards for marketing

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

- Minimum degree level qualification in communications or a related field, or the equivalent body of knowledge gained through experience.
- Experience working in Marketing and/or Events teams providing leadership and management support
- Experience in developing comprehensive marketing and media schedules
- A strong understanding of digital marketing and social media
- Strong communication and interpersonal skills, with the ability to engage with a range of stakeholders
- Proven ability to collaborate with internal and external stakeholders to promote brand reputation
- An understanding of the vocational education sector and the Reform of Vocational Education (RoVE).
- Experience in supporting the inclusion of Te Tiriti o Waitangi practices in a workplace setting.
- Experience in supporting and advocating the use of te reo, tikanga and mātauranga Māori in the workplace.
- Demonstrated practice in advocating and supporting approaches that promote equity and prioritise the needs of priority groups.

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 Toi Ohomai | 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: Academic Staff, Administration Staff, Advisors/Consultants, Dean of Faculty, Department Managers, Directors, Heads of School/Centre Director, Chief Executive and Executive Directors

External: Business / Industry / Community, Students, SAWIT, Government agencies, Employers and employer group and Media

Resource delegations and responsibilities:

Financial: As per Te Pūkenga delegations

People: Direct reports