

Director – Communications and Marketing

Kaupapa | Purpose

The Director – Communications and Marketing leads Wintec's brand, marketing, student recruitment and communications functions. Sitting within the ākonga Success and Experience directorate, the role is central to growing participation and revenue, strengthening Wintec's market position, and building a distinctive, trusted profile for Wintec as an independent institute of technology – regionally, nationally and internationally.

This role is a key enabler of **Te Ara Whai Hua – Path to Success**, Wintec's 2026–2031 Strategic Programme. Co-created with Council, the Executive Leadership Team and kaimahi as Wintec establishes itself as a stand-alone organisation, Te Ara Whai Hua sets a new strategic direction built on three pou – Future of Partnerships, Future of Learning, and Future Fit Wintec – with human-centred design at its foundation. The Director ensures Wintec's brand, marketing and communications bring this strategy to life and build understanding, engagement and momentum behind it, internally and externally.

The Director sets and delivers an integrated communications and marketing strategy that gives effect to Te Ara Whai Hua and the growth and engagement focus. This includes shaping the Wintec narrative and brand, driving demand and student recruitment, protecting and enhancing reputation, and ensuring clear, consistent and engaging communication with ākonga, kaimahi, media, industry, iwi and the wider community.

The role provides trusted, high-level communications, marketing and public relations advice to the Chief Executive, the Executive Leadership Team and senior managers, particularly on issues of strategic importance and reputational risk. As the leader of the Communications and Marketing team, you are accountable for people leadership, team development and performance, budget oversight, as well as being a key contributor across the organisation as a key member of the wider senior leadership community.

Reports to: Executive Director – Ākonga Success and Experience

Team: Communications and Marketing

Remuneration: \$160,000 to \$175,000 per annum

Date: September 2026

Ngā Hononga Mahi | Working relationships

Internal: Chief Executive, Executive Leadership Team, Senior Leadership Team, Communications and Marketing team, ākonga Success and Experience, People, Capability and Wellbeing, Finance, Academic and Student Services, Data and Insights, Te Kōpū Mānia o Kirikiriroa and Māori leadership, kaimahi and ākonga.

External: Media, prospective learners, whānau and schools, mana whenua and Waikato-Tainui, industry and employers, Tertiary Education Commission, NZQA and Education New Zealand, government agencies, marketing/creative/digital /PR agencies and suppliers, community organisations and Wintec stakeholders.

Resource delegations and responsibilities:

Financial: Communications and marketing budget oversight (delegation to be confirmed)

People: Direct reports across marketing and communication functions

Ngā mahi | Do

Strategic leadership

- Lead the strategic development and delivery of an integrated Communications and Marketing work programme that gives effect to Te Ara Whai Hua – Path to Success and the growth and engagement agenda.
- Translate Te Ara Whai Hua and its three pou – Future of Partnerships, Future of Learning and Future Fit Wintec – into a compelling, consistent narrative that builds understanding, ownership and momentum among kaimahi, ākonga, external stakeholders and the community.
- Contribute to the leadership, strategy and performance of the ākonga Success and Experience directorate, working closely with the Executive Director and wider team.
- Provide high-quality, trusted advice and support to the Chief Executive, Executive Leadership Team and senior kaimahi on communications, marketing, brand and public relations matters and priorities.
- Bring market intelligence, audience insight and competitor analysis into strategic, portfolio and campaign decision-making.

Brand, reputation and positioning

- Own and evolve the Wintec brand, ensuring a distinctive, consistent and authentic identity and voice across all channels and touchpoints.
- Protect and enhance Wintec's reputation and public image – identifying and responding to reputational risks with timely, transparent communication plans, particularly during sensitive or high-profile issues.
- Ensure Wintec's story, positioning and value proposition are clear, compelling and differentiated in a competitive tertiary market.

Marketing and student recruitment

- Lead innovative, evidence-based marketing and student recruitment campaigns that grow participation and revenue across domestic markets – supporting the Future of Learning pou – with a focus on priority learners, regional demand and workforce needs.
- Oversee lead generation and conversion across the learner journey, from awareness through to enrolment.
- Support international education growth through marketing and recruitment activity aligned with the directorate's international strategy.
- Ensure marketing activity is measured against clear objectives, with rigorous reporting on performance, return on investment and continuous improvement.

Communications – internal and external

- Establish and maintain strong relationships with key media to promote positive coverage, manage media enquiries and proactively share positive stories.
- Lead a coherent corporate communications and content approach, with consistent key messages and brand alignment across all communications.
- Oversee the production of major corporate publications such as the annual report and strategic plan, ensuring content is accurate, well-designed and clearly communicates key organisational messages.
- Lead the strategic use and development of internal communication platforms, including the intranet, ensuring kaimahi are well-informed, engaged and connected to Te Ara Whai Hua.

Digital, channel and content

- Manage Wintec's website, social media and digital channels, ensuring content is current, engaging, accessible and aligned with brand and strategic priorities.

- Lead a content-first, audience-centric channel strategy that delivers an effective and conversion-focused experience for prospective and current learners, reflecting the human-centred design principle at the foundation of Te Ara Whai Hua.
- Harness data, analytics and emerging technology to optimise reach, engagement and performance.

Stakeholder engagement

- Build strategic partnerships and networks that support marketing, recruitment and reputation – including schools, industry, community and government – advancing the Future of Partnerships pou.
- Partner with mana whenua, Waikato-Tainui and Māori leadership to ensure brand, narrative and campaigns reflect te ao Māori, tikanga and appropriate use of te reo Māori.
- Represent Wintec credibly in relevant professional, sector and community forums.

People leadership

- Provide leadership, support and development for the Communications and Marketing team, fostering a high-performing, collaborative environment that can adapt to emerging needs.
- Build capability, succession and a culture of service excellence, accountability and continuous improvement, consistent with Wintec's values and people policies.

Financial and resource management

- Hold accountability for communications and marketing budget oversight, ensuring resources are allocated strategically and efficiently to maximise impact and value.
- Lead procurement and management of agencies, contractors and suppliers, building strong relationships and ensuring value for money and return on investment.

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'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 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.

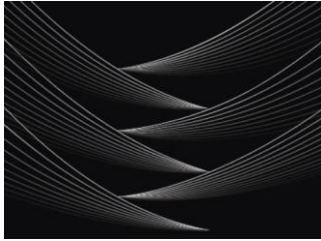
Equity. Through recognition, empowerment, and inclusion, we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

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

Pūkenga | Have

- Minimum Bachelor-level Communication or Marketing qualification, or the equivalent level of knowledge.
- 6+ years of senior communications and/or marketing experience.
- 10+ years of leadership experience, including leading and developing multidisciplinary teams.
- Proven track record of developing and delivering integrated marketing and communications strategies that build brand, reputation and measurable growth.
- Demonstrated success in marketing and/or student recruitment, demand generation and campaign performance.
- Proven ability to translate organisational strategy into a compelling brand narrative, campaigns and engagement activity that build understanding and momentum.
- Experience leading corporate communications, media relations and crisis/issues management in a public-facing organisation.
- Commercial and financial acumen, including budget, procurement and return-on-investment management.
- Digital, data and channel fluency, including analytics, web and social.
- Proven experience applying Te Tiriti o Waitangi in your leadership practice and supporting the delivery of Tiriti o Waitangi outcomes.
- Ongoing commitment to improving te reo Māori and Māori cultural competencies in your personal practice.
- Demonstrated practice in advocating, supporting and leading approaches that promote equity and prioritise the needs of priority learners.
- Exceptional stakeholder engagement, influencing and communication skills.

Wintec Values



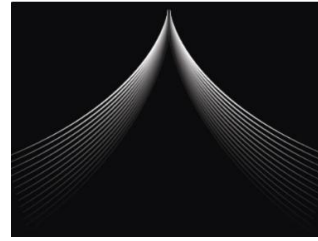
Manawa nui | We reach out and welcome in

We lead with aroha, act with humility, and create space for others to belong. Manawa nui reminds us to extend compassion, to uplift each other, and to hold firm in our values under pressure.



Manawa roa | We learn and achieve together

This is about persistence, patience, and progress. Manawa roa calls us to stick with challenges, grow through feedback, and support each other's learning journey — even when things get hard.



Manawa ora | We strengthen and grow the whole person

Manawa ora speaks to collective wellbeing. It's about restoring balance, nurturing mauri, and creating spaces where we can succeed. Physically, mentally, spiritually, and emotionally.