

Liaison Advisor

Kaupapa | Purpose

Scope: Effectively promote the full range of EIT programmes to future students

Reports to: Events and Engagement Manager

Team: Marketing and Communications

Location: Tairāwhiti Campus

Remuneration: EIT Allied Kaimahi Employment Agreement – Grade 4

Date: December 2025

Ngā Hononga Mahi | Working relationships

Internal: All Liaison and Marketing staff, Heads of School, Faculty staff, STAR and Trades Academy, EIT Students' Association, Campus visitors, Other support staff

External: Future Students, General Public, Other external agencies and organisations, Other educational providers/schools, Industry and community groups

Resource delegations and responsibilities:

Financial: Not applicable

People: Not applicable

Ngā mahi | Do

Student Recruitment

- Develop and implement strategies to increase student enrolments.
- Analyse specialised student transition data to inform recruitment strategies.
- Support future students with their enrolment.

Customer Service and Experience

- Maintain an up-to-date knowledge and awareness of the full range of EIT support services and programmes including linkages and pathways to higher qualifications.
- Provide visitor and student assistance as required in the information centre (reception), including programme advice, and application and information requests.

- Provide future students with advice (including possible scholarships) and assistance with course/programme selection and ensure that they enrol into the right programme at the right level to succeed.
- Direct future and current students to the appropriate support services for accommodation, counselling and support, health and disability support services, careers advice, scholarships, student learning support and Students' Association where required.
- Use effective marketing skills to promote EIT programmes and ensure the highest possible standards of customer service.

Relationship Management / Stakeholder Engagement

- Maintain effective links with key community groups and organisations.
- Build positive relationships with careers teams and other staff in high schools and EIT staff.
- Undertake regular visits to local secondary schools and community groups to promote learning opportunities.
- Update brochure stands in high schools, and on campus (approx. one day/week).

Event Management

- Organise and host campus visits for schools.
- Organise and host events for future students both on and off campus.

Public Presentations

- Make regular public presentations as required

Scholarships

- Manage the Year 13 Degree Scholarship portfolio.
- Provide scholarship advice to future students

General

- Comply with EIT policies and procedures.
- Contribute to a healthy workplace by implementing safe work practices and strategies to effectively manage personal wellbeing.
- Undertake additional responsibilities and tasks relevant to this position as requested by the position manager.
- Review own Job Description annually with Team Leader, Liaison and Engagement.
- Travel, evening or weekend work will be required at times.

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

Knowledge, skills and experience:

- Substantial Public Relations, Marketing and Promotional experience **essential**
- Computer skills in Microsoft Office software **essential**
- Well-developed oral, written and interpersonal skills **essential**
- Good organisational and administrative skills **essential**
- Ability to make public presentations **essential**
- Good listening skills **essential**
- Experience in working with people on a one to one basis **desirable**
- Knowledge of secondary and tertiary education **preferable**

Special Aptitudes

- Ability to be proactive, innovative and demonstrate initiative
- Ability to work as part of a team
- Ability to work flexible hours and travel if necessary
- Ability to work unsupervised
- Ability to communicate effectively to all people.
- An understanding of Marketing theory and practice
- An understanding and appreciation of excellent customer service
- Ability to work under pressure and meet deadlines.
- Empathy with and appreciation of Māori and Pasifika languages and cultures.
- Have a genuine interest in tertiary education with a desire to help people improve their future.
- An understanding and appreciation of cultural issues and a commitment to the development of a culturally appropriate working environment.

Personal Attributes

- Strong sense of fun and humour
- Flexible and responsive
- Ability to use initiative
- Friendly and approachable nature

- Sensitive and perceptive to individual student's needs
- Professional presentation

Qualifications

- Substantial experience in the public relations, marketing or education fields or a related degree and/or appropriate experience.
- A full driver's licence

Essential requirement:

- *This position is classified as a core children's worker role and under the requirements of the Children's Act 2014, the incumbent will be subject to a police and identity check prior to appointment and every three years thereafter.*

Waiaro | Be

Authentic and Inclusive: Promote an environment of inclusion and authenticity, where all contributions are valued. Be courageous 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.

Collective: 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 EIT, employers, ākonga and their whānau.

Self-Awareness: Accept 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.

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. Contribute to maintaining 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.