

Title	Director of Marketing and Communications
Function	Marketing and Communications
Reports To	Executive Director, Operations
Location	Hawke's Bay (Taradale Campus)
Arrangement	Permanent / Full Time
Remuneration	\$119,386 – \$149,233
Date	July 2025

Kaupapa | Purpose

To provide strategic and operational leadership for all aspects of EIT's marketing, communications, and brand functions. This role leads the development of a strong institutional presence, drives ākonga (student)-focused campaigns, strengthens EIT's brand identity, and oversees media, public relations, events, and internal communications. The Director plays a critical role in supporting growth, reputation, and stakeholder engagement across EIT, Te Pūkenga, and the wider region.

Ngā Hononga Mahi | Working Relationships

Internal Relationships: Executive Leadership Team, Schools and Faculties, Regional and Campus Leaders, Student Recruitment, Digital Services, Academic and Support kaimahi, Learner Success Teams.

External Relationships: Media Agencies, Government Agencies, Te Pūkenga Network, Industry Partners, Iwi and Hapū, Community Organisations, Education Providers, Communication and Design Agencies.

Financial: As per EIT's Delegations Policy.

People: 10–15 direct and indirect reports

Ngā Mahi | Accountabilities

Team Management and People Leadership

- Lead, manage, and support a high-performing marketing and communications team that delivers measurable impact for EIT and the communities we serve.
- Provide clear direction, maintain regular communication, and create development opportunities to ensure kaimahi are well-supported, engaged, and capable of meeting current and future challenges.
- Foster a positive, collaborative, and values-aligned team environment that enables high performance and professional growth.
- Promote continuous improvement through professional practice, aligned contributions, and regular, constructive feedback.
- Strategic Leadership and Institutional Profile
- Develop and lead EIT's integrated marketing and communications strategy, aligned with organisational objectives and Te Pūkenga priorities.
- Champion a culture of service, equity, and excellence across marketing and communications.
- Represent EIT at Te Pūkenga-wide forums relating to brand, marcomms, engagement, and recruitment.
- Actively contribute to future-focused strategic planning that positions EIT as a preferred provider in a competitive, changing landscape.

Stakeholder Engagement and Regional Connection

- Develop and maintain strong partnerships with external stakeholders to enhance the student experience, EIT's reputation, and strategic goals.
- Partner with industry, community, and iwi to build shared marketing opportunities and drive regional engagement.
- Engage with internal stakeholders and Schools to ensure communication and marketing activities are responsive, collaborative, and aligned to business needs.

Brand Identity, Architecture and Guardianship

- Ensure brand integrity and consistency across all platforms, campaigns, and communications.
- Oversee development of visual identity, tone of voice, content strategy, and campaign frameworks.
- Provide leadership on brand reputation risk and crisis communications.

Integrated Marketing, Recruitment, and Campaigns

- Lead the development and implementation of multichannel campaigns targeting prospective ākonga.
- Ensure alignment between marketing, enrolments, and learner success teams.
- Analyse market data, audience trends, and competitive positioning to inform strategy.
- Drive targeted engagement with Māori, Pacific, disabled, and underserved communities.

Digital, Social Media and Innovation

- Guide the strategic direction of digital and social media content, campaigns, and platforms.
- Ensure innovation in digital engagement and audience experience.
- Oversee web presence, SEO, analytics, and content alignment across all digital channels.
- Drive adoption of emerging technologies and digital tools that support better decision-making and storytelling.

Communications and Institutional Storytelling

- Oversee internal and external communications, ensuring clarity, consistency, and cultural responsiveness.
- Lead media relations, stakeholder messaging, speechwriting, and key publication production.
- Guide crisis communication responses in collaboration with ELT.
- Develop messaging that showcases the impact of EIT through stories of people, partnerships, and place.

Events, Public Relations, and Community Outreach

- Provide oversight for graduations, open days, expos, and community-facing events.
- Partner with iwi and community stakeholders to ensure culturally responsive and inclusive events.
- Ensure alignment between event promotion and institutional priorities.

Analytics, Evaluation, and Continuous Improvement

- Establish KPIs, dashboards, and insights to evaluate campaign and communication performance.
- Provide reporting to ELT and governance to inform planning, decision-making, and investment.

- Ensure marketing and communications are evidence-based and informed by stakeholder feedback, research, and market trends.

Sustainability and Institutional Value

- Ensure strategies and campaigns are financially, environmentally, and operationally sustainable.
- Actively contribute to planning for long-term capability, workforce change, and sector transformation.
- Promote the role of EIT in regional innovation, sustainability, and workforce development.

General Expectations

- Comply with EIT | Te Pūkenga 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 Executive Director.

Commitment to EIT Priorities

- 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 | Skills, Experience, Knowledge and Qualifications

Essential

- Bachelor's qualification in Management, Marketing, Commerce, or related field.
- Strategic planning, organisational insight, and analytical thinking.
- Digital literacy across marketing, CRM, analytics, and communications platforms.
- At least 5 years' experience in a senior leadership role within a large organisation.
- Minimum 7 years' experience in marketing and communications strategy development and execution.
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- Strong understanding of brand architecture, identity development, and integrated campaigns.
- Knowledge of Te Tiriti o Waitangi, tikanga Māori, and equity-centred engagement.
- Familiarity with learner recruitment, education marketing, and stakeholder engagement.
- Desirable
- Experience working in tertiary education or public sector.
- Postgraduate qualification in a relevant field.

Ko EIT Tātau | Values

Our values are the guiding principles that define what is important to EIT. If embedded successfully, they shape EIT's culture, influence decision-making, and guide our interactions. EIT's values reflect our core beliefs and ethical standards that we stand by, helping to create a cohesive and purpose-driven environment.

Herea te momoho | Inspire success:

- We encourage continuous growth and learning, recognising that success is built on collective effort.
- We create space for innovation and excellence, challenging the status quo for positive change.
- We celebrate the achievements of ākonga, kaimahi, and whānau, inspiring the next generation.

Herea te tangata | Nurture whanaungatanga:

- We build and nurture genuine relationships by expressing manaakitanga, uplifting others through care, respect, and generosity, and fostering connection and belonging.
- We honour wairuatanga, recognising the unique identities, expressions, and needs across our diverse individuals and communities.
- We uphold our kaupapa in service of ākonga and communities past, present, and future, by embodying kotahitanga and working as one toward shared goals and outcomes.

Herea te mana | Act with integrity:

- We uphold our own mana by acting with honesty and integrity, and by doing what is tika and pono, even when it is not easy.
- We uphold the mana of others by demonstrating respect, maintaining trust and confidence, and showing integrity in all our interactions.

Herea te pono | Be committed:

- We make measured and sustained contributions to EIT's shared goals and outcomes, aligning our efforts with a shared kaupapa, as the seen face of our tūpuna and as future tūpuna ourselves.
- We are accountable for our impact and take ownership of both successes and challenges.
- We uphold our oranga, and the oranga of others, ensuring we remain strong and resilient in times of challenge.