

Marketing Specialist

Kaupapa | Purpose

Support marketing and campaign delivery. A Marketing Specialist supports the Marketing and Campaign Lead and the wider team in executing the annual marketing strategy to achieve organisational KPIs and objectives. This role involves championing the Wintec brand, collaborating with key suppliers, and providing administrative support to ensure the smooth operation of marketing team activities.

Reports to: Marketing and Campaign Lead

Team: Wintec | Te Pūkenga Marketing & Engagement Team

Remuneration: \$65,000 - \$85,400 - IEA Band 4

Date: January 2025

Ngā mahi | Do

- **Be an active member of the marketing team:** Contribute to team discussions, collaborate on projects, and support the overall goals and initiatives of the marketing team.
- **Assist in executing the marketing strategy:** Support the Marketing and Campaign Lead and wider team in implementing the annual marketing strategy to achieve organisational KPIs and objectives. Including providing specialised Digital marketing support to the wider business
- **Champion the Wintec brand:** Act as an advocate for the Wintec brand, ensuring all marketing activities reflect the organisation's values and maintain brand consistency.
- **Work with key suppliers:** Collaborate with external suppliers and partners to support the delivery of marketing initiatives and campaigns effectively.

- **Provide general marketing support:** Where required, offer administrative support for marketing activities, including scheduling, coordinating resources, managing documentation, and assisting with day-to-day marketing operations.
- **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.

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 in marketing, communications and/or business, or relevant experience
- 2-3+ years' experience in a marketing environment
- Experience in planning and supporting the delivery of marketing plans
- An understanding of and experience in digital marketing, including Meta and Google Ads
- An understanding of consumer needs and market trends and how to apply them to marketing strategies
- A flare for creative and innovative marketing messaging and the ability to translate them into seamless creative brief
- Excellent communication and interpersonal skills
- The ability to meet deadlines and produce high quality work
- 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]

External: [Suppliers, stakeholders]

Resource delegations and responsibilities:

Financial: [NIL]

People: [NIL]