



Position Description

Form or Template HG184

International Marketing Advisor

Function:	International Marketing
Reports to:	International Marketing Communications Manager
Location:	Hawke's Bay
Arrangement:	Full-time, permanent
Date:	April, 2026

Pūtake | Purpose

The International Marketing Advisor supports the planning, creation, coordination and delivery of EIT International Centre strategic marketing activities and initiatives to attract and engage prospective international students. A key part of this role includes the development and delivery of digital lead generation activities to support the full recruitment pipeline, ensuring effective lead management and high-quality reporting.

Working closely with the International Marketing Communications Manager, the advisor also supports engagement with internal and external international stakeholders to enhance the institute's global visibility and recruitment outcomes.

This position reports to the International Marketing Communications Manager and aligns with the overall International Centre strategy. The International Marketing team sits within the International Directorate.

Ngā Whanaungatanga | Working Relationships

Internal:	Executive Director International, International Centre team, EIT staff, international students and graduates, employers and stakeholders
External:	Prospective international students, EIT Recruitment Agents, New Zealand Government agencies, third-party external providers, campus visitors, general public

Mana Whakahaere | Resource Delegations

Financial:	Nil
People:	Nil

Kawenga Mahi | Accountabilities

Marketing: Planning and Delivery

- Contribute to strategic digital marketing planning while developing and delivering multi-channel marketing initiatives and campaigns across digital, print, events and promotional activities for diverse international target markets.

- Ensure timely delivery, monitoring, and optimisation of international digital advertising campaigns to drive lead generation, aligned with international recruitment objectives and measurable performance outcomes.
- Track and report campaign performance using analytics tools.
- Develop and maintain the international section on the EIT website, ensuring content is accurate and updates are made promptly.
- Support planning and management of social media content calendars across platforms.
- Assist with the planning and development of digital platforms and tools, including CRM enhancements, to support ongoing lead generation, conversion and recruitment pipeline management.
- Maintain day-to-day operational relationships with internal and external stakeholders including service providers.

Content Development and Creation

- Develop and produce a range of creative international marketing assets for multiple channels including digital advertising, social media, web platforms, international events and promotional activities and partner content.
- Ongoing development of visual and written digital content to enhance brand visibility and increase audience engagement across a range of international stakeholders and target markets.
- Maintain brand consistency across digital, social, and print channels.

Support for Third-Party & Government Partnerships

- Support the International Marketing Communications Manager in coordinating digital activities with external partners such as government agencies and international education platforms.
- Assist in preparing campaign briefs, reviewing partner deliverables, and ensuring brand consistency across partner channels.

Data, Insights & Reporting

- Monitor and evaluate digital performance using analytics tools (e.g., Google Analytics, Meta Business Suite, CRM dashboards).
- Provide insights and recommendations to support recruitment strategies and performance.
- Monitor global education market and marketing communications trends.

Event Support

- Provide support for international marketing events, including travel, evening, or weekend work when required.
- Provide support where required to International Marketing Managers in preparation for both offshore visits and onshore marketing recruitment activities

Code of Practice Compliance

- Be aware of and assist in ensuring EIT is compliant with the Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021 and specifically in relation to marketing to international students and working with recruitment agents.

Professional Development

- Negotiate own training and professional development plan with your Manager arising out of annual appraisal process.
- Attend general EIT training opportunities as identified by your Manager

General Responsibilities:

- 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 manager.

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, Wheako, Mōhiotanga, Tohu Mātauranga | Skills, Experience, Knowledge and Qualifications**Qualifications**

- Tertiary qualification in marketing, communications, digital media or a related field (or at least 3 years' equivalent relevant experience).

Knowledge/Experience

- Experience with maintaining websites, including proficiency in CMS platforms essential
- Strong understanding of digital marketing channels & tools (SEO, SEM, CRM, social media, email automation) essential
- Experience in digital campaign management, analytics tools and performance reporting essential
- Experience with creating social media content for business purposes essential
- Excellent computer skills essential
- Excellent organisational and project management skills with the ability to meet deadlines and juggle multiple projects essential
- Excellent communication skills essential
- Experience in providing excellent customer service essential
- Experience in international education or a similar global-facing environment advantageous
- Experience working with external partners or agencies is advantageous

Special Aptitudes

- A passion for digital marketing and education
- Ability to adhere to corporate specifications with excellent attention to detail
- An understanding and appreciation of cultural perspectives and a commitment to the development of a culturally aware working environment
- Ability to work on own and as part of a wider team on and offshore essential
- Maintain a positive attitude towards work and colleagues at all times

Personal Attributes

- Friendly and approachable nature
- Flexible and responsive
- Ability to use initiative
- Professional attitude and presentation

Ngā Uara o Te Aho a Māui | Values of EIT**Herea te momoho | Inspire success:**

- Support continuous learning and improvement through collaboration.
- Encourage innovation and challenge existing ways of working to achieve better outcomes.
- Recognise and celebrate the achievements of ākongā, kaimahi, and whānau.

Herea te tangata | Nurture whanaungatanga:

- Build and maintain genuine relationships through manaakitanga, care, respect, and generosity.
- Honour wairuatanga by recognising and respecting diverse identities, perspectives, and needs.
- Work collaboratively in service of ākongā and communities, demonstrating kotahitanga to achieve shared goals and outcomes.

Herea te mana | Act with integrity:

- Act with honesty and integrity, doing what is tika and pono, even when it is not easy.
- Uphold the mana of others through respectful, trustworthy, and principled interactions.

Herea te pono | Be committed:

- Make sustained contributions toward shared goals and outcomes, aligned to a collective kaupapa.
- Take accountability for actions, impact, successes, and challenges.
- Maintain personal wellbeing and support the oranga of others to remain resilient in times of change.

Document information – Office use only	
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Document Number	HG184
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Developer	People and Culture Advisor
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