

Title	Marketing Assistant (Tairāwhiti)
Function	Marketing and Communications
Reports To	Marketing and Communications (Marcomms) Manager
Location	Tairāwhiti
Arrangement	Permanent / Full Time
Remuneration	\$53,196 - \$61,122
Date	July 2025

Kaupapa | Purpose

To support the development and execution of effective, inclusive, and results-driven marketing activity that promotes EIT's profile, programmes, and priorities in the Tairāwhiti region. This role focuses on the planning, coordination, and delivery of advertising, collateral production, online engagement, and event promotion. This role works closely with internal stakeholders and suppliers to deliver campaigns and content that reflect EIT's values and support recruitment, engagement, and institutional reputation. The role also ensures effective engagement with Māori and Pacific communities, prioritising authenticity, cultural sensitivity, and meaningful connection.

Ngā Hononga Mahi | Working Relationships

Internal Relationships: Marketing and Communications Team, Schools and Faculties, Digital Services, Academic and Support kaimahi (staff), ākonga (student) recruitment, Māori and Pasifika Teams.

External Relationships: Advertising and Design Agencies, Media Outlets, Printers, Suppliers, Educational Providers, Community Organisations, ākonga and graduates, Employers, General Public.

Financial: As per financial delegations register.

People: NA

Ngā Mahi | Accountabilities

Campaign Coordination and Advertising

- Coordinate and implement tactical marketing and advertising campaigns across a variety of media.
- Manage creative briefs, production schedules, and implementation in line with strategic plans.
- Liaise with agencies, printers, and media outlets to manage ad placements, deadlines, and quality assurance.
- Track campaign performance, report on return on investment, and support ongoing optimisation.

Marketing Collateral and Content

- Plan and produce marketing materials including prospectuses, flyers, posters, banners, signage, and branded merchandise.
- Maintain up-to-date, accurate, and culturally inclusive content across all materials.
- Work collaboratively with designers, editors, and internal contributors to finalise outputs.
- Maintain oversight of inventory, version control, and distribution.

Digital Marketing and Online Presence

- Contribute to social media planning, scheduling, and content development.
- Support paid digital activity (e.g. search, social, display) in partnership with digital specialists.

- Liaise with web and digital teams to coordinate content updates and optimise digital campaigns.
- Monitor channel performance and audience engagement using analytics tools.

Events, Promotions, and Community Engagement

- Provide promotional support for major events, including open days, graduation, community expos, and regional activities.
- Coordinate displays, signage, branded materials, and collateral for in-person and online events.
- Represent the Marketing Team at public-facing activities and support on-site logistics.
- Liaise with event organisers and EIT kaimahi to ensure aligned and effective presence.

Brand Guardianship and Internal Support

- Ensure all outputs meet EIT brand and identity standards.
- Act as a brand ambassador, supporting teams across EIT to uphold consistency and accessibility.
- Provide advice on tone, visual identity, templates, and formatting to ensure cohesive messaging.

Content Coordination and Copywriting

- Draft, edit, and proofread content for campaigns, events, publications, and promotional materials.
- Adapt messaging to suit diverse audiences and channels.
- Support the Communications and Digital teams with content workflows and quality assurance.

Reporting and Administration

- Maintain accurate records of activities, budgets, and supplier engagements.
- Track key performance indicators and assist in the preparation of campaign and team reports.
- Assist with invoice processing, procurement procedures, and financial tracking for campaigns.

Relationship and Stakeholder Management

- Build and maintain strong working relationships with Schools, Regions, and central service teams.
- Ensure timely communication and support for stakeholders initiating marketing requests.
- Coordinate briefings and updates to ensure alignment with the marketing calendar.
- Build strong relationships with local media and iwi partners to ensure targeted engagement with tangata whenua.

Customer Engagement and Experience

- Support prospective ākonga-engagement via email, phone, in person, and event channels.
- Ensure all public-facing interactions reflect EIT's values, tone, and service standards.
- Provide backup for reception and info lines during peak periods or events.

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 manager.

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

- Demonstrated experience in a marketing, communications, or media coordination role.
- Demonstrates a strong understanding of Māori and Pasifika worldview and social influences
- Demonstrates a strong understanding of digital and social media that reflects Te Ao Māori
- Strong project coordination skills and ability to manage multiple deadlines.
- High-quality written and visual communication skills, including copywriting and editing.
- Understanding of digital platforms, social media, and content production.
- Experience working with external suppliers, printers, and media.
- Customer-focused and able to support internal and external stakeholders effectively.
- Skilled in working collaboratively with diverse teams and communities.
- Proficiency with Microsoft Office and familiarity with design or campaign tools.

Desirable

- Experience working in tertiary education or community-focused organisations.
- Basic skills in image editing, social media scheduling, or CMS.
- Marketing or business-related qualification.
- Understanding of Te Tiriti o Waitangi, cultural responsiveness, and inclusive practice.
- Understanding of cultural responsiveness, tikanga Māori, and inclusive communications.
- Familiarity with CRM, EDM, and campaign measurement tools.

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.