



WHANGANUI
founded in
1892



WAIRARAPA
founded in
1896



MANAWATŪ
founded in
1902



HOROWHENUA
founded in
1987

Manager - Marketing, Communications & International

Kaupapa | Purpose

The Manager - Marketing, Communications & International role provides strategic leadership to position UCOL as a premier institution for learning. Focused on achieving recruitment and revenue targets while enhancing the UCOL brand and reputation. Key responsibilities include, campaigns, developing multi-channel digital strategies, managing sales, leading multidisciplinary teams, and fostering strong internal and external partnerships.

Reports to: Executive Director Partnerships & Engagement

Tō mātou tirohanga roa | Our vision

Whakairohia he toki, tāraia te anamata | Learning with purpose, creating our futures

Tō Mātou Pūtake | Our purpose

Te Pūkenga provides excellent and quality education opportunities that support learners, employers and communities gain the skills, knowledge, and capabilities Aotearoa needs now and for the future. Learners and their whānau are at the centre of all we do.

Tā mātou whakahaerenga | Our Organisation

UCOL's roots began in 1892 in Whanganui, joined by Wairarapa in 1896, Palmerston North in 1902 and Horowhenua in 2017. Adapting to the growing needs of a young nation, UCOL's innovation and agility has a compelling track record.

UCOL in its many forms has been part of the community for more than a century. We are a proud example of a successful Institute of Technology and Polytechnic. We have a rich heritage and much to contribute to the future of vocational learning. UCOL is a valued and essential partner and is known for leading vocational education and training opportunities



Ngā mahi | Do

Implement strategies to enhance UCOL's reputation and mitigate reputational risks while ensuring engagement with key internal and external stakeholders.

Develop high-quality, contemporary communications that effectively promote UCOL's mission and engage stakeholders, while leading the creation of engagement plans with selected groups.

Collaborate with the Executive Director – Partnerships & Engagement to oversee emergency response communications and evaluate all communication activities for effectiveness and value for money.

Develop and lead a digitisation strategy to unify multi-channel services and communications, driving growth and engagement while ensuring alignment and support among teams involved in digitisation projects.

Oversee the execution of digital marketing, communications, and recruitment projects, ensuring timely completion to high standards, while managing organisational change and fostering a consistent, positive user experience with appropriate risk management.

Ensure the team functions effectively as a sales unit by developing and implementing appropriate segmentation and conversion strategies, alongside integrated marketing, communications and events.

Lead and evaluate relationship management strategies and initiatives to enhance domestic student recruitment, while overseeing the development of targeted online and offline campaigns and enhancing recruitment publications and web resources.

Lead the evolution of UCOL's brand platform and strategy to enhance brand visibility and resonance with target audiences, while cultivating a comprehensive understanding of customer mindsets to translate insights into effective marketing strategies.

Oversee the development of compelling advertising campaigns across multiple channels and manage agency partner relationships to ensure adherence to contracts and quality of services, all while fostering a creative culture that champions consistent branding and messaging throughout the organisation.

Oversee the unit's budget by monitoring financial performance, revenue, and expenditure while leading strategic initiatives to address operational challenges and enhance service efficiency and effectiveness.

Continuously evaluate and report on the performance of learner recruitment, marketing, and communications processes to ensure alignment with the diverse needs of ākonga and stakeholders.

Lead a high-performing team to deliver an exceptional experience.

Pūkenga | Have

Bachelor's Degree / Graduate Diploma (NZQA Level 7) preferably in an area relevant to management, marketing, IT, communications or sales. Or relevant experience in a senior marketing, communications and/or sales roles including the following:

- Extensive people leadership including development of aligned culture and multi-disciplinary collaborations and customer service strategy
- Successful track record of strategy development and implementation, business planning and budget management
- Experience in delivering business results in a competitive market

Experience in advocating and leading the inclusion and application of Te Tiriti o Waitangi practices in a workplace setting is required

Ability to support and advocate the use of te reo, tikanga and mātauranga Māori in the workplace

Ability to support and advocate approaches that promote equity and prioritise the needs of priority groups

