

Engagement and Events Lead

Kaupapa | Purpose

The Engagement and Events Lead is responsible for leading the events team through the delivery of recruitment, events, community engagement, and sponsorship activities at Wintec. This role is pivotal to ensuring that Wintec continues to attract ākonga (students), build meaningful community relationships, and maintain a strong brand presence within Kirikiriroa and the wider Waikato region. The role will work closely with the Head of Marketing and Engagement to ensure that all events and activities are strategically aligned and on-brand.

Reports to: Head of Marketing and Engagement

Team: Wintec | Te Pūkenga Marketing & Engagement Team

Remuneration: \$87,600 - \$115,000 - IEA Band 6

Date: January 2025

Ngā mahi | Do

- **Lead the Engagement and Events Team:** Provide leadership to the Engagement and Events team by setting clear goals, determining strategic direction, fostering collaboration, and ensuring high-quality delivery of all projects.
- **High School and Community Group Engagement:** Support the team to ensure Wintec is well-represented in regional high schools and community groups throughout the wider Waikato region.
- **Wintec Recruitment Events:** Plan, coordinate, and deliver recruitment events such as open days, expos, and career expos, ensuring they run smoothly and effectively attract prospective ākonga. Oversee budgets, logistics, and post-event evaluations to continuously improve outcomes.

- **Other Institution Events:** Support key institutional events like graduations and corporate functions, ensuring they align with Wintec's brand and strategic goals. Collaborate with teams to provide seamless operational and logistical support.
- **Sponsorship Portfolio:** Work with the Head of Marketing and Engagement to ensure existing partnerships are nurtured and deliver value. Identify and pursue new sponsorship opportunities to enhance Wintec's presence in the community.
- **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.
- **Customer Relationship Management and Stakeholder Engagement:** Build strong relationships with internal and external stakeholders to promote the Wintec brand, support collaborative marketing efforts, and deliver seamless event execution
- **Be a Proactive Part of the Marketing Team:** Contribute to team strategy and planning, actively participate in cross-departmental initiatives, and support the overall goals of the marketing team and organisation.

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 Event Management and/or Marketing, or relevant experience
- Minimum 2+ years in a senior engagement or events role
- People leadership experience
- Event management experience and a working knowledge of corporate sponsorships
- Highly organised and calm under pressure

- Proven experience in building strong working relationships
 - Great attention to detail with excellent problem solving skills
 - Ability to meet deadlines and produce high quality work
 - The ability to take a values-based approach to mahi and team engagement
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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, Senior Leadership Team, Executive Leadership Team]

External: [Suppliers, Stakeholders]

Resource delegations and responsibilities:

Financial: [NIL]

People: [3 direct reports]