



Position Description

Form or Template HG184

Digital Marketing Advisor

Function:	Marketing
Reports to:	Marcoms Manager
Location:	Hawke's Bay
Arrangement:	Full-time, permanent
Date:	March, 2026

Pūtake | Purpose

To develop and deliver effective digital and social marketing strategies that enhance brand visibility, engagement, and conversion across online channels, with a primary focus on the EIT website. Working from overarching strategies developed by the Marketing and Communications Director and/or Marcoms Manager, this role is responsible for translating domestic marketing objectives into channel specific digital and social media strategies, campaigns, and content plans. This includes setting and executing the website strategy to support marketing priorities, from planning through to implementation and optimisation. The role operates with a high level of autonomy and is accountable for end-to-end delivery. This includes planning and managing digital campaigns, briefing and liaising with external suppliers such as videographers, developing creative concepts and scripts where required, and managing these relationships to ensure timely, high-quality outputs. The position is responsible for the ongoing planning, implementation, monitoring, and optimisation of digital marketing activity to ensure alignment with organisational objectives and measurable performance outcomes. This position operates under the guidance and direction of the Marcoms Manager and aligns with the overall Marketing and Communications strategy. The Marcoms team sits within the Marketing and Communications Directorate.

Ngā Whanaungatanga | Working Relationships

Internal:	Marketing and Communications team, EIT staff, students and graduates, employers and stakeholders
External:	Prospective students, General Public, EIT Students Association, Campus visitors, Other external agencies and organisations, Other educational providers/schools

Mana Whakahaere | Resource Delegations

Financial:	Nil
People:	Nil

Kawenga Mahi | Accountabilities

Digital Marketing

- Manage the EIT website under the direction of the Marcoms Manager, ensuring content is accurate and updates are made promptly.
- Collaborate on UX improvements and SEO optimization.
- Develop and execute targeted email campaigns using marketing automation tools.
- Plan and manage social media content calendars across platforms.
- Manage paid social and digital advertising campaigns (Google Ads, social ads).
- Track and report campaign performance using analytics tools.
- Maintain day-to-day operational relationships with external service providers.

Marketing & Communications Directorate Support

- Assist with creation, editing, and placement of online and offline advertising within deadlines and budgets.
- Assist with production of marketing collateral.
- Provide back-up for Marcoms team members and other admin functions as required.
- Prepare and update stats, reports, and documentation for meetings.
- Maintain and update key stakeholder lists.

Event Support

- Provide support for marketing events, including travel, evening, or weekend work when required.
- Assist with coordinating media aspects of expos, open days, graduations, and other events.

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

- Relevant tertiary qualification and/or previous marketing experience an advantage

Knowledge/Experience

- Experience with maintaining websites essential
- Strong understanding of digital marketing channels & tools (SEO, SEM, social media, email automation) essential
- Proficiency in CMS platforms and analytics tools essential
- Experience with creating social media content for business purposes essential
- Excellent computer skills essential
- Excellent organisational skills essential
- Excellent communication skills essential
- Experience in campaign management and performance reporting essential
- Experience in providing excellent customer service essential
- Previous marketing experience an advantage

Special Aptitudes

- A passion for social media and education
- Ability to adhere to corporate specifications with excellent attention to detail
- Ability to work under pressure and meet deadlines
- Empathy with and appreciation of Māori language and culture
- An understanding and appreciation of cultural issues and a commitment to the development of a culturally aware working environment
- Ability to work without supervision
- Ability to operate effectively in a strong team orientated environment
- Maintain a positive attitude towards work and colleagues at all times

Personal Attributes

- Strong sense of fun and humour
- Flexible and responsive
- Ability to use initiative
- Friendly and approachable nature
- 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 ākonga, 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 ākonga 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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Developer	People and Culture Advisor
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