

Education Pathways Specialist

Kaupapa | Purpose

Partner with secondary schools and community stakeholders to position Toi Ohomai as a preferred destination for tertiary study, increasing visibility and enrolments through strategic engagement and relationship building.

As part of the Brand and Engagement team, this role collaborates across internal teams and external networks to deliver innovative outreach initiatives that connect ākonga with vocational pathways and learning opportunities.

Reports to: Events and Engagement Manager

Team: Brand and Engagement

Ngā mahi | Do

Develop and maintain strong relationships with secondary schools, careers advisors, and youth-focused organisations to promote Toi Ohomai programmes and pathways.

Coordinate and participate in regional recruitment events and school engagements to maximise visibility and drive student enrolments.

Collaborate with internal teams to deliver targeted marketing and communication initiatives that support learner-centred engagement and vocational education outcomes.

Identify and implement innovative outreach strategies using technology and data to enhance communication and engagement with prospective students.

Operate within budget parameters and proactively contribute to initiatives that support organisational sustainability and equity-focused outcomes.

Demonstrate commitment to:

Ākonga at the center through ensuring positive outcomes for ākonga in all aspects of their learning journey.

Te Tiriti o Waitangi and Māori Success by positively championing and contributing to the success of partnerships with Iwi, Hapū and Mana Whenua, honoring Te Tiriti o Waitangi to uplift Māori success.

Equity by identifying and removing barriers to participation and achievement, and fostering inclusive, culturally responsive environments where all ākonga and kaimahi can thrive.

Vocational Education Excellence through building responsive provision and services to meet the needs of ākonga, and stakeholders and to enable future sustainability.

Pūkenga | Have

Minimum bachelor's degree in management, education, communications or a related field, or the equivalent body of knowledge gained through experience.

Previous experience in marketing, sales, or school liaison roles, with a strong understanding of the secondary school sector, including curriculum, NZQA, and student needs

Proven ability to communicate effectively across diverse audiences, with strong presentation, interpersonal, and analytical skills, and a proactive, learner-focused approach.

Evidence of ongoing professional development that enhances knowledge and practice relevant to the position.

An understanding of the obligations to include Te Tiriti o Waitangi in workplace practices.

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

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

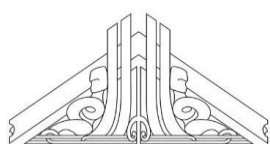
Waiaro | Be

At Toi Ohomai, Toiohomaitanga describes our way of doing and being. It reflects how we care for each other, work together, and uphold our shared purpose. These behaviours apply to all kaimahi, with expectations scaled to the nature and level of each role. They guide how we show up in our mahi, contribute to our collective success, and reflect our commitment to Ā mātou uara | Our values in everyday practice.

Ako: Demonstrates curiosity and a commitment to continuous learning. Applies new knowledge to improve practice and outcomes and actively contributes to a culture of shared growth. This supports toitūtanga by sustaining excellence and adaptability over time.

Authentic and Inclusive: Fosters inclusive environments where people feel safe, respected, and able to be themselves. Actively includes diverse perspectives, addresses inequities, and supports others to thrive. These behaviours reflect manaakitanga through care, generosity, and upholding the dignity of all.

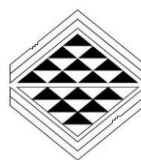
Connected: Builds and maintains strong, trusting relationships across teams and communities. Fosters cross-functional collaboration by sharing knowledge, aligning efforts, and supporting others to achieve shared goals. Communicates with empathy and respect, contributing to a shared sense of purpose. This strengthens whanaungatanga by nurturing meaningful connections and collective wellbeing.



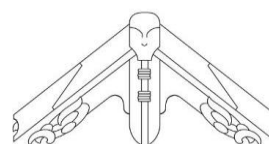
WHANAUNGATANGA



TOITUTANGA



MANAAKITANGA



KOTAHITANGA

Innovative and impactful: Identifies opportunities to improve and applies evidence, creativity, and courage to drive meaningful change. Uses data and insights to inform decisions, challenge the status quo, and focus on outcomes that matter for ākonga, kaimahi, and communities. These behaviours reflect kotahitanga, recognising that lasting improvement is strengthened through collaboration and shared purpose.

Engaged: Actively participates in Toi Ohomai initiatives that advance our vision. Shares knowledge, supports others, and contributes to a positive, forward-focused culture. This is how we can live kotahitanga, working together with unity and purpose.

Self-aware: Demonstrates humility, reflection, and openness to feedback. Understands the impact of their actions and takes responsibility for creating conditions where others can thrive. This reflects toitūtanga through thoughtful and courageous practice that supports respectful relationships and sustainable ways of working.

Ngā Hononga Mahi | Working relationships

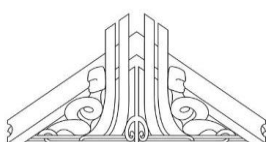
Internal: Brand and Engagement team, Academic Delivery and Partnership and Pathways

External: Marketing contact for secondary schools, Secondary School Careers Advisors, Heads of Department, Principals, Secondary school ākonga, Other NEET's, youth groups and stakeholders (MSD, Business Chambers, Priority One).

Resource delegations and responsibilities:

Financial: Nil

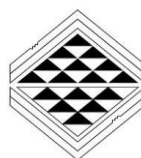
People: Nil



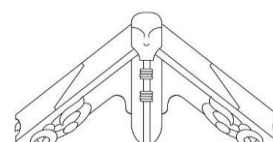
WHANAUNGATANGA



TOITUTANGA



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