

POSITION DESCRIPTION

Position Details	
Position Title	Senior Marketing Executive, Brand
Business Unit	Marketing & Commercial Team, Business Development Directorate
Reports to	Marketing Services Manager
Location	Wellington
Date	April 2018

WeITec & Whitireia: Our Purpose

Whitireia Community Polytechnic (Te Kura Matatini o Whitireia) and Wellington Institute of Technology (WeITec) (Te Whare Wānanga o te Awakairangi) are highly respected institutes of technology established under the Education Act. In 2012 the institutes formed a strategic partnership to build on the strengths of the existing institutions through greater collaboration. The key driver of the partnership is putting students first and together we serve around 15,000 students every year in the Wellington region and across New Zealand.

WeITec & Whitireia change lives. We provide professional, vocational, and foundation education where students learn the real skills they need to build careers and successful productive lives. We work collaboratively with employers to ensure our training is relevant and we contribute to the economic and social well-being of our communities by providing people with the applied and life skills needed for success. We do this for school leavers, those in employment who are upskilling, and those returning to work or changing careers. We offer all levels from foundation courses to specialised Masters degrees, and in a huge range of subjects – from arts to veterinary nursing.

What we do is important and we are proud to be able to say that we do it very well – Whitireia & WeITec are consistently among the highest performing institutes of technology in New Zealand.

Our Guiding Principles

We put people at the heart of everything we do. Key principles that underpin the way we operate include:

Te Tiriti o Waitangi – taking all practical steps to create and maintain a culturally sensitive environment for all who are part of what we do.

Flexibility – providing for the diverse needs of learners through blended and adaptable teaching and learning models and engaging and valuing students as individuals with unique needs and aspirations.

Community engagement – engaging actively with Iwi and priority groups to encourage participation and success; alignment with secondary schools to provide seamless transitions into tertiary study; close involvement with local communities and economic bodies.

Active collaboration – working hand-in-hand with industry and employers to ensure the relevance of ITP education to the needs of industry. Providing real-world learning experiences for students, increasing industry productivity through sharing knowledge and research and collaborating with Government to align with broader New Zealand objectives and resources.

Leadership – providing a framework and a vision for the ITP sector in New Zealand that garners support from education providers, Government, industry, learners, their influencers and the communities we serve.

Advancement of New Zealand – providing measurable economic and social benefit to New Zealand through increasing capability and employability of students, actively driving growth in international student engagement (onshore and offshore), building economic resilience, entrepreneurial capability and a skill base that is transferable and transportable on a global basis.

Position Purpose

The purpose of this position is to lead the delivery of brand-led promotional activity across both WelTec & Whitireia to assist W&W to achieve its strategic goal of maximising enrolments and developing long-term, sustainable relationships with students, Alumni and other key stakeholders.

The primary areas of focus for this role are:

- Day-to-day management of all elements of W&W's brand activity, including marketing promotions and advertising campaigns, maintaining brand standards and marketplace reputations for both Weltec & Whitireia;
- Support of all key internal and external relationships, including the provision of key account management and promotional campaign execution for Centres of Learning and Heads of School; and
- Contributing regular and timely marketing & communications reporting across all key market segments and metrics providing W&W with timely and relevant brand insights.

Success in the role will be measured by the number and proportion of student enquiries that progress from application status through to enrolment, the quality of information and customer service provision to key customer groups, and the development and delivery of innovative promotional marketing and brand advertising campaign activity targeting an increasingly diverse customer base.

Key Accountabilities

The key responsibilities of this position are expected to change over time as WelTec & Whitireia respond to changing marketplace needs. The incumbent is expected to adapt and develop as the environment, both locally and internationally, continues to evolve. To ensure the focus of responsibilities remains up-to-date, the intention is for the this position description to be supported by short term (e.g.12 months) activity plans prepared by the incumbent and agreed with his or her Team Leader/Manager.

Providing day-to-day leadership for the Brand Team, you'll be a key member of the Marketing Management team and act as the brand marketing lead across the W&W Group, managing the development and delivery of all brand led promotional activity by:

- Developing and maintaining both the WelTec and Whitireia brands and key marketing promotional platforms and channels in the local tertiary education marketplace;
 - Delivery of marketing & communications campaigns, including brand advertising and promotional events (e.g. Open Days);
 - Assisting in the development of benchmark market research and market intelligence reporting frameworks to measure and track W&W's brand reputation;
 - Managing the production and distribution of all sales & marketing promotional collateral across traditional channels (e.g. print);
 - Leading the creative development of W&W's brand positioning;
 - Assisting with the management of key MarComs agency relationships across advertising, media and PR ; and
 - Leading the Brand Team's key account management of Academic & Support Teams, particularly key relationships with Heads of Schools.
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Health and Safety

- Maintain knowledge of Health and Safety procedures, and actively support safe work practices in your work area;
 - Take all practicable steps to ensure you don't harm yourself or anyone else; and
 - Comply with health and safety procedures as outlined in Taikura, in particular reporting all incidents and proactively identify hazards and support their management.
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Collaborative Relationships

- Develop and maintain strong, positive and collaborative relationships that enhance the strategic partnership of WelTec & Whitireia;
 - Work with others collaboratively and constructively to achieve successful outcomes;
 - Support the work of the International Team, the wider Business Development Directorate Team and other Academic and Support Teams across multiple campuses by actively learning and developing, and responding to constructive feedback in order to continually improve the quality of work produced; and
 - Develop and maintain the trust, respect and confidence of colleagues.
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Valuing and Nurturing Diversity

- Recognise and positively respond to the different needs of particular groups and individuals within the Institutes' communities.
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Culture

- Support and maintain a culturally safe environment and recognise the role of the Treaty of Waitangi (Te Tiriti o Waitangi) in providing a framework for this in Aotearoa/New Zealand.
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Other Duties

- Any other duties as requested by your Team Leader/General Manager/Director.
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Position Dimensions

Financial delegations N/A

HR delegations N/A

Direct Reports Three (3) dotted-line reports in Brand Team

Key Internal Relationships

- Director Business Development;
- General Manager Marketing & Commercial;
- Marketing Services Manager;
- Brand Team;
- Digital Team;
- Sponsorship & Licensing Manager;
- Business Development Executive;
- International Team;
- SPI Team;
- Schools Liaison Team; and
- Academic & Support staff.

Key External Relationships

- Marketing agencies;
- Media/PR partners;
- Commercial partners & sponsors; and
- W&W Alumni.

Person Specifications

Specialist Knowledge & Leadership

The person we're looking for in this role will have a relevant tertiary qualification (or similar), with proven Marketing & Communications experience, including significant exposure to brand development and campaign delivery, ideally including the following key competencies:

- Experience in a relevant/similar role, with a proven track record of getting results in a dynamic marketing & communications environment, with extensive exposure to all elements of brand marketing;
- Experience in brand development and management and campaign delivery across traditional media channels, preferably in a tertiary education provider setting;
- Demonstrated strong customer service focus and well developed relationship management capabilities; and
- Experience in brand integration, developing brand standards/guidelines and creative execution, including some understanding of the wider NZ education marketplace.

Thinks & Acts Strategically

Ideally, you'll possess excellent project management skills matched with a strong ability to track and analyse promotional campaigns, translating qualitative and quantitative data into recommendations and plans for future enhancements to promotional event activity cycles, across the following key areas:

- Brand management;
- Marketing campaign development & delivery;
- Events & promotion management;
- Key account management;
- Marketing agency management (advertising/media/print production);
- Direct marketing;
- Market research & analysis;
- Product management & category development;
- Copywriting; and
- Data analysis and customer segmentation.

Personal Attributes

Leading a small and creatively focused brand team, it will be vital to have a well-developed and practised ability to manage budgets and take ownership for results. These attributes will be matched with strong interpersonal and relationship building skills, particularly in terms of interacting with a wide range of internal and external stakeholders and collaborators to grow engagement with our brands.

Being able to connect with people, create context and listen for the right details, coupled with adaptability and flexibility in a changing and fast moving environment are all fundamental components for success in this role, together with a 'can-do' attitude that's closely aligned with the capacity to think on his/her feet and 'improvise' on-the-run when necessary.

Makes Effective Decisions

You'll be comfortable making decisions within the context of W&W's operating environment (economic, social, educational and regional) its vision, its values and its plans as a leading tertiary educational institution. You'll also have the ability to approach situations or problems in a systematic and logical way, seeking and analysing available information, allowing you to exercise sound judgment in a timely and effective manner.

Communicates for Results	Your ability to proactively and effectively communicate with others will be evident based on your understanding of key audiences. You'll also need to use active listening techniques, and appropriate oral and written language and skills to help your team achieve its results.
Works Effectively Within & Across Groups	As a Team Leader and member of the Marketing Management Team, you'll be very effective at supporting and contributing to the success of teams by building strong working relationships across teams, and helping other individuals and groups meet their goals. This will include supporting collective decision-making and demonstrating a commitment to the wider group, showing interpersonal sensitivity and managing conflicts.
Lives Institutional Values	You'll be comfortable working within a clearly defined values framework as identified by W&W's Purpose, Identity and Values, encouraging a strong team environment that fosters growth.
