

TE WHAKAATURAKA MAHI / JOB DESCRIPTION

Position Title <i>Te tūraka mahi</i> : Marketing Specialist	Area <i>Te Tari</i> : Marketing, Communications and Engagement
Reports to (title) <i>Ka whakaratatia e</i> : Team Leader	SP10 placement : D Band

Primary purpose *Te take matua*

The role of Marketing Specialist is to develop and execute the strategic marketing initiatives and promotions to drive learner recruitment and brand awareness of Otago Polytechnic. This role has a specialist focus on delivering high-quality advertising campaigns, ensuring initiatives align and meet organisational goals. Day to day, this role plans and executes marketing initiatives, tracks and reports on results, and builds relationships with the many clients we serve.

Key responsibilities/accountabilities *Ko ngā takohaka matua / ko kā kaweka matua*

In order of importance, state the major responsibilities / accountabilities of the position and what is achieved

Key responsibilities / accountabilities <i>Ko ngā takohaka matua / ko kā kaweka matua</i>	Outcome <i>Kā hua</i>
Marketing	<ul style="list-style-type: none"> • Project managing recruitment campaign strategies, timelines, budgets, and stakeholder engagement. • Marketing workload is planned and managed in collaboration with relevant functions within team Marketing, Communications and Engagement team, as well as clients being liaised with, and expectations managed. • Advertising campaign budgets are planned and managed in accordance with the annual strategy. • Application dashboards and relevant marketing reports are analysed, marketing advice is given, and opportunities are identified/coordinated with Schools/Colleges/Service Departments to select the proper marketing mix to engage their target audiences in campaigns throughout the year. • Proactive plans to meet organisational needs created and escalated in conjunction with the team leader. • Collaboration with wider Marketing team to brainstorm and develop creative ideas for execution. • Effectiveness of campaign activity is measured using relevant KPIs and online analytics such as web traffic, conversions, social analytics etc and are reported on. • Briefs are written for other specialisms such as design or web, and work is produced to meet marketing briefs. • Support is given for the delivery of events and sponsorship activity under the guidance of the Head of Marketing, Communications & Engagement • Written content for marketing collateral is created as required. • Plans and monitors advertising spending.

	<ul style="list-style-type: none"> Written and visual content created is accurate, consistent, professional and meets brand guidelines. Working collaboratively to implement quality assurance to ensure all content produced and published to all platforms aligns with appropriate standards and policies.
Content Marketing	<ul style="list-style-type: none"> Leading the development of Social Media Content Strategy and Content Calendar across social media channels, Facebook, Instagram, YouTube, LinkedIn, TikTok and others. Ongoing community engagement across social media channels is monitored to ensure integrity of content and reputation protection. Collaborating with the wider team to ensure all content is produced and published to appropriate platforms. Google Analytics dashboard and internal data reporting is used for information, recommendations, solutions, data-based decision-making, and data insights.
Observe principles and practices of Equal Employment Opportunity and Diversity	<ul style="list-style-type: none"> Fair treatment in the workplace is delivered and observed
Fulfil Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	<ul style="list-style-type: none"> Achievement of a healthy and safe work and learning environment New and existing hazards will be pro-actively identified and managed. Incidents, accidents and occupational illnesses immediately reported. Safe work methods will be adhered to including the use of Personal Protective Equipment
Fulfil Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information Management Policy	<ul style="list-style-type: none"> Create, maintain and store full and accurate records of activities, transactions, and decisions carried out in the course of daily business. Records are to be disposed of only when legally authorised to do so, as per Disposal Authorities: DA424 and GDA 6 and 7 Otago Polytechnic records are not to be created or maintained in any personal or private cloud storage services (e.g. Dropbox)
Demonstrate Te Pūkenga's Values on a daily basis	<ul style="list-style-type: none"> Alignment to organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes. Values of <u>Manawa Ora</u> <u>Manawa Roa</u> <u>Manawa Nui</u> are demonstrated at all time Manawa nui – We reach out and welcome in Manawa roa – We learn and achieve together Manawa ora – We strengthen and grow the whole person
Inherent Requirements:	

Inherent requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job
- Meet the productivity and quality requirements of the position
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

Key working relationships <i>Kā honoka mahi matua</i>	
Key working relationships <i>Kā honoka mahi matua</i>	Nature and purpose of contact <i>Te āhua me te take o te honoka</i>

Team Leader	Formal Leader. Provide strategic and operation advice (both ways). Provide assistance and seek instruction on a wide range of matters.
Marketing, Communications and Engagement team	Skilled delivery, collegial support and advice, work distribution, peer discussions in a self-leading team environment.
All Schools/Colleges, Departments (i.e., Finance) and Campuses of Otago Polytechnic	Provide advice and operational support. Seek feedback and input.
Contractors	Provide advice and operational support. Seek feedback and input.

Decision making authority *Kā rakatirataka whakatauka*

Decisions expected <i>Kā whakatauka tūmanako</i>	Recommendations expected <i>Kā taunaki tūmanako</i>
Prioritisation of work load and portfolio to bring about maximum organization benefit	Priorities determined
Approvals in accordance with the Delegations of Authority; sign off letter of appointment and variations as required.	Decisions and Expenses approved in line with budget and delegation in a timely and accurate manner. These are as per Otago Polytechnic policies as amended from time to time

Position dimensions *Kā āhuataka tūraka*

List the relevant financial and staffing dimensions for which this position is accountable.

- **Sales/revenue:** Nil
- **Budget:** Nil
- **Number of employees reporting directly:** Nil

Selection Criteria – Knowledge & Skills *Whakariteka Kōwhiritaka - kā mātauraka me kā pūkeka*

Essential:

- Sound knowledge of traditional and digital marketing, content marketing, and social media marketing
- Proven ability developing and implementing Marketing strategies to meet goals
- Proven ability reporting on the achievement of Marketing results and return on investment
- Digital and Social Media Marketing planning and content creation experience
- Experience updating websites as marketing channels, with sound search engine optimisation knowledge and experience of Content Management Systems for updating content
- Proven strong written and verbal communication skills

Desirable:

- Demonstrated experience implementing social media and digital search advertising campaigns
- Experience in Search Engine Optimisation (SEO)
- Experience driving conversion rate optimisation (CRO) results

Selection Criteria – Education and Experience *Whakariteka Kōwhiritaka - kā kuraka me kā wheako*

Essential:

- Degree level qualification in relevant field (Marketing, Communications or similar)
- 5+ years' experience in marketing, digital marketing or web content management
- Proven experience using social media and CMS platforms

Desirable:

- Experience working in tertiary education
- Experience working in lead generation, funnel marketing or eCommerce environment

Personal Attributes *Kā Āhuatanga Whaiaro*

- Be an effective Te Tiriti o Waitangi partner by supporting the values and tikaka of mana whenua throughout your mahi
- Facilitative and collaborative leadership style
- High level of professional and ethical conduct
- Effective time management skills
- Initiative, enthusiasm and a positive attitude
- Proven ability to work under pressure.
- Flexible, responsive and customer orientated manner

This position description outlines the key accountabilities/ responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.