Te Kura Matatini ki Otago / Otago Polytechnic, a business division of
Te Pūkenga, New Zealand Institute of Skills and Technology

TE WHAKAATURAKA MAHI / JOB DESCRIPTION

Position Title *Te tūraka mahi* **:** Content Co-ordinator	**Area** *Te Tari***:** Marketing, Communications and Engagement
Reports to (title) *Ka whakaratatia e***:** Director: Marketing, Communications and Engagement	**SP10 placement:** C Band

Primary purpose *Te take matua*

To work in partnership with the organisation using a proactive approach, supporting and coaching in line with Otago Polytechnic and Te Pūkenga`s strategic goals and objectives. This role will be responsible for developing, managing, and upkeeping the accuracy and positioning of Otago Polytechnic's programme information across our key communication channels. This will include:

- Understanding and communicating programme information on Otago Polytechnic's marketing website (op.ac.nz) and publications that both reflects the programme's educational outcomes and meets NZQA requirements
- Liaising with internal teams and schools to ensure accuracy and timeliness of information
- Maintaining information so that our website and publications can be depended upon to be up-to-date and accurate, including international audience translations and external partner websites.
- Working collaboratively with the Marketing, Communications & Engagement team to provide tactical advice and support to meet Otago Polytechnic's strategic objectives and priorities

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 *Ko ngā takohaka matua / ko kā kaweka matua*	Outcome *Kā hua*
Communications & Content Creation	- Maintain Otago Polytechnic's programmes on the marketing website, ensuring information is accurate and up-to-date at all times, a legal requirement of NZQA. - Develp website content for new programmes and initiatives that accurately reflects the educational outcomes and NZQA requirements, written in a consistent and engaging way to support recruitment and conversion efforts. - Liaise with internal clients on content updates and requirement changes, providing a high-level service experience. - Collaborate with the marketing function to systematically optimise website programme content to improve key metrics and application conversion rates. - Support the wider Marketing, Communications and Engagement team by providing information and advice on how to best communicate programmes across a range of channels, publications and collateral development. - Tikanga and te reo Māori is increasingly incorporated in programme information - Content is created with a consistent brand voice and potential risks to the organisation always considered. - Our international offering is communicated accurately and consistently across relevant channels, including external partner communication channels

Observe principles and practices of Equal Employment Opportunity and Diversity	• Fair treatment in the workplace is delivered and observed
Fulfill Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	• 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
Fulfill Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information Management Policy	• 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 organisation's values on a daily basis	• Alignment to organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes • Our values are consistently demonstrated.

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 *Kā honoka mahi matua*

Key working relationships *Kā honoka mahi matua*	Nature and purpose of contact *Te āhua me te take o te honoka*
Director: Marketing, Communications and Engagement	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	Collegial support and advice, work distribution, peer discussions in a self-leading team environment. Work in partnership with others.
All Schools/Colleges, Departments and Campuses of Otago Polytechnic	Work with programmes to help advance the priorities and aspirations all learners Provide timely and accurate advice and information as requested. Seek feedback, maintain and manage positive relationships with key stakeholders.

Decision making authority *Kā rakatirataka whakatauka*

Decisions expected *Kā whakatauka tūmanako*	Recommendations expected *Kā taunaki tūmanako*
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
- **Number of employees reporting directly:** Nil
- **Budget:** Nil

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

Essential:
- Proven high-quality written communications skills and the ability to deliver consistent and clear content
- Proven experience using website content management systems
- High-level editing and attention to detail
- Strong customer and relationship-building skills
- Demonstrated ability to turn complicated information into easy-to-understand simple language that maintains accuracy
- Demonstrated ability to input and manage data
- Understanding of brand compliance and ability to write with a specific tone of voice
- Ability to juggle, adapt and prioritise a varied workload

Desirable:
- Experience using the Silverstripe CMS
- Understsanding of writing for the web, headings and taxonomy

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

Essential:
- Bachelors in Marketing or Communications field, or equivalent relevant experience (3+ years)
- Experience writing and managing website content (1+ year)

Desirable
- Experience in tertiary education

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.