

JOB DESCRIPTION

Coordinator Marketing



ROLE TITLE	Coordinator Marketing
SECTION/DIVISION:	Future Students Marketing <i>or</i> Divisional Marketing, Marketing Services Division
REPORTS TO:	Manager Future Students Marketing <i>or</i> Manager Divisional Marketing
DIRECT REPORTS (FTE):	Nil
INDIRECT REPORTS (FTE):	Nil
PRIMARY PURPOSE OF THE ROLE:	<p>Coordinate and support the efficient and effective production and delivery of the University's marketing, promotional and advertising activities. Assist with the production, delivery and measurement of University's marketing programmes, campaigns and activities.</p> <p>This role is part of the Marketing Services Division, flexibly providing marketing related services, across the University. Ensuring the University marketing activities are in line with the University marketing and brand strategies. A client focused, service excellence delivery orientation is critical to success in this role.</p>
ACCOUNTABILITIES:	<p>Provide, produce and coordinate marketing support and outputs for the University and client portfolios' marketing, promotional and advertising activities; in line with University marketing and brand strategies. Work collaboratively with Marketing & Advisory Services colleagues to deliver a seamless provision of outputs and services for clients.</p> <p>Support the development, planning, delivery and distribution of marketing campaigns and activities; ensure relevant stakeholders are consulted and needs are addressed.</p> <p>Contribute to ideas generation and undertake activities such as: assist with campaign planning and scheduling, budgeting and activity planning; coordinate production and delivery of marketing materials liaising with contributing service providers as necessary; implement campaign activity across marketing and communications channels; and coordinate implementation of tracking and metric systems and processes to measure outcomes.</p> <p>Coordinate promotional and advertorial materials and activities, as required and in accordance with sponsorship relationship arrangements, and in conjunction with Marketing Advisory colleagues and Events Services. Arrange production and distribution of materials and activities.</p> <p>Plan and coordinate promotional campus tours and tour guides providers.</p> <p>Arrange advertising and media placement and purchasing. Assist with preparing advertising and expense budgets and cost monitoring.</p> <p>Coordinate and implement digital marketing tracking and tagging systems for marketing advertising and promotional activities in conjunction with the Strategy Analytics & Reporting Unit's marketing information and marketing research (MIMR) activity, and other service providers. Assist with commissioning and analysing relevant market research and intelligence</p> <p>Prepare documents and research marketing campaign information. Promote Marketing Services Division client feedback channels and regularly seek customer satisfaction feedback from stakeholders; collate and analyse data, and</p>

prepare reports. Participate in review processes and implement improvements as appropriate.

Attend promotional activities and events, as required, as a University Marketing Services Division representative.

Seek new opportunities for enhancing the delivery of marketing services and operational activities. Collaborate with peers and other stakeholders, contribute to resolving common issues, maximise efficiency, and leverage collective knowledge.

Perform Divisional Health & Safety Officer (DHSO), first aid and/or fire warden duties (if required).

KEY RELATIONSHIPS:

Internal

External Engagement teams and staff
Strategy, Analytics & Reporting Unit
Research Advisory teams
Office of Maori Development
Strategy, Analytics & Reporting Unit
Shared Services staff
Uniprint
Leaders, managers and staff
Students

External

Services providers and agencies
External marketing campaign sponsors
Members of the public

QUALIFICATIONS & EXPERIENCE:

Essential

3+ years' relevant marketing experience.

Preferred

Tertiary qualification in a relevant field.
Experience supporting the delivery of marketing activity, campaigns, and coordinating advertising and promotions.
Strong organisation, time management skills and customer service orientation.

TECHNICAL SKILLS AND KNOWLEDGE:

Essential

Proficiency in the Microsoft suite of programmes; well-developed keyboard and word-processing skills.
Proficiency and good knowledge in the use of on-line and social media platforms.
Good knowledge of digital marketing tools and systems (CRM, analytics, SEO, Google AdWords)
Knowledge of SEO and modern marketing technologies and channels.
Knowledge of marketing principles and processes.
Good time management and organisation skills.

Preferred

Knowledge of tertiary marketing environment.

DIRECT BUDGET ACCOUNTABILITY:

Nil

HEALTH AND SAFETY:

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

SUSTAINABILITY:

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

CAPABILITY FRAMEWORK:

Capability Group	Capability Name	Level
ENGAGE	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
ENABLE	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
PERSONAL ATTRIBUTES	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Foundational
	Value Diversity	Intermediate
LANGUAGE AND CULTURE	Te Reo	Foundational
	Tikanga Māori	Intermediate

CAPABILITY FRAMEWORK DESCRIPTORS

Coordinator Marketing



Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
INTERMEDIATE	INTERMEDIATE	FOUNDATIONAL	INTERMEDIATE
<p>Focus on key points and speak using plain language</p> <p>Clearly explain and present ideas and arguments</p> <p>Display active listening and ask appropriate, respectful questions</p> <p>Write fluently and communicate routine technical information clearly avoiding unnecessary use of jargon</p>	<p>Support a culture of quality customer service in the organisation</p> <p>Demonstrate a thorough knowledge of the services provided and relay accurately to customers</p> <p>Identify and respond quickly to customer needs</p> <p>Consider customer service requirements and provide solutions to meet needs. Resolve complex customer issues and needs</p> <p>Co-operate across work areas to improve outcomes for customers</p>	<p>Work as a supportive and co-operative team member, share information and acknowledge others' efforts</p> <p>Respond positively to others who need clarification or guidance on work activities</p> <p>Step in to help others when workloads are high</p> <p>Keep team and supervisor informed of work tasks</p>	<p>Utilise facts, knowledge and experience to support recommendations</p> <p>Work towards positive and mutually satisfactory outcomes</p> <p>Identify and resolve issues in discussion with other staff and stakeholders</p> <p>Identify others' concerns and expectations</p> <p>Keep discussion focused on the key issues</p>

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
FOUNDATIONAL	FOUNDATIONAL	INTERMEDIATE	INTERMEDIATE
<p>Complete own work tasks under guidance, within set budgets, timeframes and standards</p> <p>Take the initiative to progress own work</p> <p>Identify resources needed to complete allocated work tasks</p> <p>Seek clarification when unsure of work tasks</p>	<p>Plan and coordinate allocated activities</p> <p>Re-prioritise own work activities on a regular basis to achieve set goals</p> <p>Contribute to the development of team work plans and goal setting</p> <p>Understand team objectives and how own work relates to achieving these</p>	<p>Research and analyse information and make relevant evidence based recommendations</p> <p>Identify issues that may hinder completion of tasks and find appropriate solutions</p> <p>Be willing to seek out input from others and share own ideas to achieve best outcomes</p> <p>Identify ways to improve systems or processes which are used by the team/work unit</p>	<p>Take responsibility for own actions and be accountable for the outcomes of others</p> <p>Understand delegations and act within authority levels</p> <p>Be alert to risks that might impact the completion of an activity and escalate these when identified</p> <p>Use financial and other resources responsibly</p>

PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience and perspectives</i>
INTERMEDIATE	INTERMEDIATE	FOUNDATIONAL	INTERMEDIATE
<p>Be flexible and adaptable and respond quickly when situations change</p> <p>Offer own opinion and raise challenging issues in an appropriate manner</p> <p>Listen when ideas are challenged and respond in a reasonable way</p> <p>Work through challenges</p> <p>Stay calm and focused in the face of challenging situations</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism</p> <p>Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance</p> <p>Recognise and report misconduct and inappropriate behaviour</p>	<p>Be willing to develop and apply new skills</p> <p>Show commitment to completing work activities effectively</p> <p>Look for opportunities to learn and improve own performance seek feedback from colleagues and stakeholders</p> <p>Demonstrate a motivated attitude to work activities</p>	<p>Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints</p> <p>Seek input from others who may have different perspectives and needs</p> <p>Adapt and respond positively in diverse environments</p>

LANGUAGE & CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place</i>
FOUNDATIONAL	INTERMEDIATE
<p>Use te reo Māori words and greetings in an appropriate way in the work place</p> <p>Endeavour to use and pronounce Māori words correctly</p> <p>Actively participate in training and development opportunities that increase own te reo Māori language capability</p>	<p>Understand the University's Māori Strategic Framework and incorporate its principles appropriately in work place activities</p> <p>Demonstrate an appropriate workplace understanding and awareness of tikanga Māori</p> <p>Has knowledge of the Articles and Principles of Te Tiriti o Waitangi</p> <p>Take part in opportunities to extend own understanding and awareness of tikanga Māori and Te Tiriti o Waitangi</p>