UNIVERSITY OF OTAGO
ŌTĀKOU WHAKAIHU WAKA

JOB DESCRIPTION

ROLE TITLE: Student Engagement Coordinator

DEPARTMENT: Locals Collegiate Community | Te Kāhui Noho Whare

SCHOOL / DIVISION: Student Services

REPORTS TO: Manager, Locals Collegiate Community

DIRECT REPORTS (FTE): None

INDIRECT REPORTS (FTE): None

1. PRIMARY PURPOSE OF THE ROLE

This position reports to the Manager, Locals Collegiate Community, and works closely with the wider Locals team to deliver the Locals Collegiate Community's (Locals) core functions. Locals exists to walk alongside first-year students who do not live in a Residential College as they transition to tertiary-level study at the University of Otago, providing a place where students can belong and feel welcomed in their first year through pastoral care, events, and engagement initiatives.

The primary purpose of this role is to increase and enhance all aspects of engagement with first-year students who are part of the Locals Community, providing day-to-day continuity, consistency, and leadership for the programme's engagement activities (events, marketing, initiatives) on a permanent, full-time basis.

We are a workplace that values and utilises diverse and inclusive thinking, people and behaviours. This means that we honour Te Tiriti o Waitangi and that the contributions of staff with diverse backgrounds, experiences, skills and perspectives are valued and respected.

2. ACCOUNTABILITIES

As Student Engagement Lead, you will be required to:

- Assist in creating a warm, welcoming and inclusive culture in Locals HQ and across all Locals events and activities.
- Connect with first-year students to make them feel welcome and part of the Locals Collegiate Community.
- Facilitate and support first-year students in making friends and building peer connections.
- Provide holistic, day-to-day support of all Locals first-years, referring students to senior Locals team members and other support services when appropriate or necessary.
- Plan and deliver a regular programme of events and activities.
- Lead the promotion of Locals, including management of social media content.

- Develop and maintain a social media content plan, and produce engaging content (posts, stories, reels) across Locals' platforms.
- Maintain a consistent 'Locals brand' (visual identity, tone of voice) that sits within the University's brand across communications.
- Maintain an event calendar aligned with the University of Otago academic year, highlighting key dates and Locals engagement opportunities.
- Track and report on social media metrics (reach, engagement, follower growth) to inform ongoing content strategy.
- Foster a positive, collaborative team environment within Locals.
- Build and maintain collaborations with a range of individuals and groups across campus and the wider Dunedin community.
- Own specific focus areas of Locals as assigned by the Manager.
- Support the integration of student perspectives into Locals operations, including gathering ongoing student feedback.
- Maintain a consistent, visible presence in Locals HQ throughout the working week to support drop-in engagement.
- Support the planning and delivery of orientation week and the beginning-of-year training programme.
- Contribute to the development and implementation of the Locals communications plan.
- Adhere to all legislative requirements and University of Otago policies and guidelines.

3. KEY RELATIONSHIPS

Internal

- Locals Students.
- Manager, Locals Collegiate Community.
- Deputy Manager, Locals Collegiate Community.
- Director Student Services.
- Career Development Centre.
- Disability Information and Support.
- Pacific Islands Centre.
- Proctor's Office and Campus Watch.
- Recreation Services.
- Residential Colleges.
- Schools' Liaison Office.
- Social Impact Studio.
- Student Academic Skills.
- Student Health Services.
- Sustainability Office.
- Te Huka Mātauraka.
- Te Pou Whirinaki.
- Te Whare Tāwharau.
- University Union Staff.

External

- Otago University Students' Association (OUSA).
- OUSA Student Support.
- Prospective University of Otago students.

- Dunedin High Schools.
- Students' parents and caregivers.

4. QUALIFICATIONS & EXPERIENCE

Essential

- A University degree-level tertiary qualification.
- Eligible to work in New Zealand on a, full-time basis.
- Previous experience working in a team environment, ideally within a tertiary, student-facing, or community- support setting.
- Experience in at least one of: event organisation, social media engagement, or pastoral/peer support delivery.
- Strong organisational and time-management skills, with the ability to manage a varied full-time workload.
- Excellent interpersonal and communication skills.
- Ability to work in sensitive and potentially stressful situations.
- An understanding of the importance of confidentiality.
- Ability to confidently interact with diverse individuals and groups in a variety of contexts.
- An understanding of current challenges and issues affecting students, especially students supported by Locals.
- The ability to think creatively to solve problems and come up with new ways to engage students.
- Ability to plan and produce social media campaigns.
- Familiarity with content creation and scheduling tools (e.g. Canva, Instagram, TikTok).

Preferred

- Experience in a leadership or mentoring role in another student community, e.g. Residential Colleges, OUSA clubs and societies, Te Huka Mātauraka, Pacific Islands Centre, Sustainability Office, Social Impact Studio.
- Use of Te Reo in the workplace and within campaigns, and an understanding of Tikanga Māori.
- A full clean drivers license.

5. TECHNICAL SKILLS & KNOWLEDGE

- Values that align with the kaupapa of Locals.
- Excellent computer literacy and proficiency in the Microsoft Office Suite.
- Commitment to supporting the University of Otago in its drive to be Te Tiriti-led.

6. SPECIAL REQUIREMENTS

- A flexible approach to working hours is required, as events will fall outside normal business hours, with time off in lieu managed in line with University policy.
- Availability required over Orientation Week and at agreed evening/weekend events throughout the year.
- Successful candidates may be required to undergo a police (Ministry of Justice) check.
- Travel for off-campus events may be required.

7. DIRECT BUDGET ACCOUNTABILITY

None.

8. MĀORI STRATEGIC FRAMEWORK

Act and work in a manner consistent with the principles and implications of Te Tiriti o Waitangi and in accordance with the University's commitment to being a Te Tiriti-led institution, as articulated in the Māori Strategic Framework.

9. PACIFIC STRATEGIC FRAMEWORK

Act in a manner consistent with the strategies and goals contained in the University's Pacific Strategic Framework, role- modelling and promoting Pacific values, equity and diversity principles and cultural safety practices.

10. EQUITY AND DIVERSITY STRATEGIC FRAMEWORK

Act and work in a manner consistent with the University's Equity and Diversity Strategic Framework, role-modelling and promoting the University's equity and diversity vision and guiding principles, and contributing towards giving effect to the framework's actions.

11. PASTORAL CARE CODE

Act and work in a manner consistent with the University's responsibilities as a signatory to the Pastoral Care (Tertiary and International Learners) Code of Practice. Role model the delivery of excellent pastoral care, recognise and respond to tauira in need, and ensure tauira are aware of all supports available to them.

12. HEALTH & 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.

13. 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.