JOB DESCRIPTION

Adviser Divisional Marketing

ROLE TITLE	Adviser Divisional Marketing
SECTION/DIVISION:	Marketing Services, Te Ringa Toro, External Engagement
REPORTS TO:	Manager Divisional Marketing
DIRECT REPORTS (FTE):	Nil
INDIRECT REPORTS (FTE):	Nil
PRIMARY PURPOSE OF THE ROLE:	Provide marketing advisory services and outputs to a client portfolio (normally a Division or a suite of Divisions). Provide advice and support to portfolio leaders and managers that strengthens the client portfolio's strategic and operational marketing endeavours. This role is part of the Marketing Services Division, flexibly providing marketing related services, across the University. A client focused, service excellence delivery orientation is critical to success in this role.
ACCOUNTABILITIES:	Be the key marketing point of contact for the Head(s) of the portfolio or business unit(s) and proactively partner with senior leaders and managers to fully understand and support business needs. Anticipate and be responsive to the needs and issues of the client portfolio and the University's marketing and brand strategies. Liaise annually with Head(s) of the portfolio or business unit(s) and gather information to inform and feed into the creation of an annual portfolio(s) marketing plan. Work closely with stakeholders and clients to ensure strategies and initiatives are appropriately considered, included and implemented in alignment with the University of Otago Strategy and Marketing Services marketing plan. Actively encourage a bicultural lens in the development of marketing strategy and activities and be a visible proponent for implementing change to become a Te Tiriti-led university. Liaise, advocate and negotiate between clients and the rest of Marketing Services Division. Ensure clients receive marketing services that are coordinated on their behalf and meet their needs in alignment with the annual marketing plan. Provide, relevant, proactive, customised marketing advice, expert opinion and information to clients. Analyse and action complex requests in order to prioritise matters and take action to facilitate or provide resolution and problem solving. Provide, produce and facilitate marketing support and outputs for the client portfolio(s). Work collaboratively with Marketing Services Division and External Engagement colleagues to deliver a seamless provision of services for clients. Ensure all marketing outputs are aligned with University brand requirements and enhance the University's positive public profile. Ensure

clients know how to access marketing support, including alternative solutions if not within the scope of Marketing Services.

Build strong productive working relationships with the Marketing Unit and Divisional Services and Administration colleagues to ensure the timely production and delivery of client deliverables.

Promote Marketing Services Division client(s) feedback channels and regularly seek feedback from stakeholders to gauge satisfaction and service quality.

Consult with portfolio leaders and agree on an adequate budget to enable the provision of marketing support as agreed to in the three-year marketing strategy and annual marketing plan/s.

Prepare and deliver presentations and reports. Undertake analysis and proactively engage with the Strategy, Analytics & Reporting Unit in respect of a positive two-way flow of marketing information.

Attend and coordinate activities and events on behalf of the client(s), and in conjunction with the Marketing Events team.

Monitor, maintain and update data and information sources and records. Keep up-to-date with Government policy, tertiary trends, and news and media in respect of the client portfolio(s) activity.

Network and develop, establish and maintain relationships with client's external marketing stakeholders.

Seek new opportunities for enhancing the Marketing Services Division advisory and operational activities provided to the client portfolio. Collaborate with peers and other stakeholders, analyse and resolve common issues, maximise efficiency, leverage collective knowledge and ensure a consistent level of service.

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

KEY RELATIONSHIPS:

Internal

Strong relationships with executive leaders of client portfolios
Senior Manager(s) Divisional Services and Administration
External Engagement teams and staff
Strategy, Analytics & Reporting Office
Research Advisory teams
Office of Māori Development
Office of Pacific Development
Uniprint
Leaders, managers and staff
Students

External

Dependent upon portfolios and their requirements
Executives, visitors and speakers
Government departments and institutions
Service providers and agencies
Members of the public

QUALIFICATIONS & EXPERIENCE:	Essential Tertiary level or recognised qualification(s) appropriate to the role. Considerable relevant marketing experience providing a spectrum of marketing services and advice to customers. Experience managing a portfolio of accounts in medium sized or complex organisation. Proven stakeholder management experience and customer service orientation. Experience in successfully negotiating between clients and marketing services providers for the timely production of deliverables. Preferred Tertiary qualification in a marketing discipline.
TECHNICAL SKILLS AND KNOWLEDGE:	Proficiency in the Microsoft suite of programmes; well-developed keyboard and word-processing skills. 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. Good knowledge of marketing principles and processes. Knowledge of tertiary marketing environment. Excellent listening, negotiation and presentation abilities.
SPECIAL REQUIREMENTS:	A flexible approach to working hours is necessary, as marketing activities may be held outside normal office hours. Domestic travel away from home may also be required.
DIRECT BUDGET ACCOUNTABILITY:	Nil
MĀORI STRATEGIC FRAMEWORK:	Act in a manner consistent with the principles and implications, as well as the University's commitment to the Treaty as articulated in the Māori Strategic Framework.
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	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
ENABLE	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
PERSONAL ATTRIBUTES	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
LANGUAGE AND CULTURE	Te Reo	Intermediate
	Tikanga Māori	Adept

CAPABILITY FRAMEWORK DESCRIPTORS

Adviser Divisional Marketing

ENGAGE

Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
Communicate clearly, actively listen to others and respond with respect	*Provide customer centric services in-line with the University's and organisational objectives*	*Collaborate with others and value their contribution*	*Gain consensus and commitment from others and resolve issues and conflicts*
ADEPT	ADEPT	INTERMEDIATE	ADEPT
Tailor communication to the audience Clearly explain complex concepts and arguments to individuals and groups Actively listen to others and clarify own understanding. Create opportunities for others to be heard Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience	Take responsibility for delivering high quality customer-focused services Understand customer perspectives and ensure responsiveness to their needs Identify customer service needs and implement solutions Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers Maintain good relationships with key customers in area of expertise	Build a supportive and co-operative team environment Share information and learning across teams. Support others in challenging work situations Acknowledge outcomes which were achieved by effective collaboration Engage other teams or work units to share information and solve issues and problems jointly	Negotiate from an informed and credible position Lead and facilitate productive discussions with staff and stakeholders Encourage others to talk, share and debate ideas to achieve a consensus Pre-empt and minimise conflict. Recognise and explain the need for compromise Influence others with a fair and considered approach and sound arguments

ENABLE

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
Achieve results through efficient use of resources and a commitment to quality outcomes	*Plan to achieve priority outcomes and respond flexibly to changing circumstances*	*Think, analyse and consider the broader context to develop practical solutions*	*Be responsible for own actions, adhere to legislation and policy and proactively address risk*
INTERMEDIATE	INTERMEDIATE	ADEPT	INTERMEDIATE
Complete work tasks to agreed budgets, timeframes and standards Take the initiative to progress and deliver own and team/work unit activities Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals Seek and apply specialist advice when required	Understand the team/work unit objectives and align operational activities accordingly Initiate and develop goals and team plans and use feedback to inform future planning Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary Ensure current work plans and activities are consistent with organisational change initiatives	Research and analyse information, identify interrelationships and make relevant evidence based recommendations Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options Participate in and contribute to team/work unit initiatives to resolve common issues or barriers to effectiveness Identify and share organisational process improvements to enhance effectiveness	Take responsibility for own actions and be accountable for the outcomes of others Understand delegations and act within authority levels Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly

PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
Be open and honest, prepared to express your views, and willing to accept and commit to change	*Be ethical and professional and act in keeping with the University's values*	*Show drive and motivation, a measured approach and a commitment to learning*	*Show respect for diverse backgrounds, experience and perspectives*
ADEPT	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
Be flexible, show initiative and respond quickly when situations change Give constructive and honest feedback and advice using appropriate manner and tone Listen when ideas are challenged, seek to understand the nature of the challenge and respond constructively Raise and work through challenging issues and seek alternatives Keep control of own emotions and stay calm under pressure and in challenging situations	Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance Recognise and report misconduct and inappropriate behaviour	Be willing to develop and apply new skills and adapt existing skills to new situations Show commitment to achieving work goals effectively Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult	Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints Seek input from others who may have different perspectives and needs Adapt and respond positively in diverse environments

LANGUAGE & CULTURE

Te Reo	Tikanga Māori
Develop understanding and use of te reo Māori (Māori language)	*Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place*
INTERMEDIATE	ADEPT
Demonstrate use of te reo Māori words and phrases in appropriate work place settings Has prepared and can communicate accurately own mihi if required in the work place context Take part in opportunities to practice and extend own language capability	Engage with subject matter experts and consider the University's Māori Strategic Framework principles when undertaking work planning activity Model good practices and encourage others to adopt work place practices that show sensitivity for tikanga Māori Has good knowledge of the Articles and Principles of Te Tiriti o Waitangi and encourages understanding in others Encourage others to extend their understanding and knowledge of tikanga Māori