

## JOB DESCRIPTION

# Specialist Marketing

<b>ROLE TITLE</b>	Specialist Marketing
<b>SECTION/DIVISION:</b>	Marketing Services Division, Marketing & Advisory Services
<b>REPORTS TO:</b>	Manager Marketing & Advisory Services
<b>DIRECT REPORTS (FTE):</b>	Nil
<b>INDIRECT REPORTS (FTE):</b>	Nil
<b>PRIMARY PURPOSE OF THE ROLE:</b>	<p>Develop, coordinate and manage the efficient and effective production and delivery of domestic marketing programmes, campaigns and activities on time and within budget, for the University and its internal clients. Establish, develop and manage relationships with key internal and external marketing stakeholders.</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>
<b>ACCOUNTABILITIES:</b>	<p>Generate and develop ideas, and plan and deliver domestic campaigns and programmes to meet marketing objectives in line with University marketing and brand strategies, and sponsor requirements. Collaborate with relevant stakeholders and determine desired outcomes, including: lead generation; staff and student recruitment; University brand and research promotion.</p> <p>Provide advice and information to stakeholders on marketing campaign and programme strategy and objectives. Plan and produce campaign and programme budgets and supporting documentation.</p> <p>Collate marketing campaign and programme activity requirements and targets ensuring University and client portfolios needs are met. Identify and consult with stakeholders; and collaborate and work closely with Marketing Advisory colleagues, and Events and Communications Advisory services to ensure the provision of cohesive, responsive and seamless marketing services.</p> <p>Liaise, coordinate and execute marketing campaigns and programmes in conjunction with any media partners or external agencies. Resolve issues arising in respect of deliverables. Ensure outputs meet the University and clients' portfolio needs, are of a high standard, and are in accordance with agreed budgets and timeframes.</p> <p>Ensure post campaign and programme outputs and outcomes are assessed to determine effectiveness, and report on performance measures and success factors. Prepare and present reports on marketing progress and outcomes.</p> <p>Provide specialist marketing advice, expert opinion and information. Effectively manage requests with conflicting priorities, determine and negotiate priorities. Take action and resolve issues in situations commonly involving a diverse range of stakeholders and with different views and perspectives. Escalate issues for resolution when necessary.</p> <p>Build relationships with University's marketing internal and external stakeholders. Establish, maintain and develop strategic relationships with key marketing industry networks, agencies and vendors. Including relationships with key Māori marketing industry networks, and key Pacific marketing industry networks.</p>

Monitor relevant market changes and trends and identify and analyse competitors. As required, commission and assess relevant market intelligence and market research (MIMR). Proactively engage with the Strategy, Analytics & Reporting Unit to develop a positive two-way flow of information.

Support the design and implementation of systems or processes required to measure outcomes, including lead generation, of marketing programmes and campaigns in conjunction with market information and market research (MIMR).

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

Use and regularly update central systems and tools (CRM) to manage relationships and required administration and information.

Keep up-to-date and provide advice on marketing trends and innovations across traditional and digital channels. Participate in review processes, resolve outstanding matters, initiate and implement improvements as appropriate.

Seek new opportunities for enhancing the marketing activities provided to the client portfolio. Collaborate positively with peers and other stakeholders, to resolve common issues, maximise efficiency, and leverage collective knowledge.

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

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**KEY RELATIONSHIPS:**

Internal

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

External

Campaign sponsors, executives and visitors  
Government departments and institutions  
Service providers and agencies  
Members of the public

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**QUALIFICATIONS & EXPERIENCE:**

Essential

Tertiary level or recognised qualification(s) appropriate to the role.  
5+ years' relevant marketing experience, including implementing effective large marketing campaigns and activities that support strategic objectives.  
Proven experience developing and maintaining effective marketing and customer relationships.  
Demonstrates high attention to detail coupled with the ability to work strategically.

Preferred

Tertiary qualification in a marketing discipline.  
Proven marketing experience working in a large or complex organisation.  
Strong organisation, negotiation skills and customer service orientation.

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**TECHNICAL SKILLS AND KNOWLEDGE:**

Essential

High level of proficiency in the use of standard application software such as the Microsoft Office suite; well-developed keyboard and word-processing skills.  
Proficiency and good knowledge in the use of on-line and social media platforms.  
Good knowledge of SEO and modern marketing technologies and channels.  
Good knowledge of marketing principles and processes.  
Excellent listening, negotiation and presentation abilities.  
Excellent time management and organisation skills.

Preferred:

Knowledge of markets, marketing relationships and networks specific to Māori. Knowledge of markets, marketing relationships and networks specific to the Pacific Islands.

Knowledge of tertiary marketing environment.

**SPECIAL REQUIREMENTS:**

A flexible approach to working hours is necessary, as marketing activities may be held outside normal office hours. Travel outside of Dunedin can be required.

**DIRECT BUDGET ACCOUNTABILITY:**

Authorisation of minor expenditure in accordance with authorised delegation.

**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
<b>ENGAGE</b>	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
<b>ENABLE</b>	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
<b>PERSONAL ATTRIBUTES</b>	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
<b>LANGUAGE AND CULTURE</b>	Te Reo	Intermediate
	Tikanga Māori	Adept

## CAPABILITY FRAMEWORK DESCRIPTORS

### Specialist Marketing

#### ENGAGE

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

#### ENABLE

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>
INTERMEDIATE	INTERMEDIATE	ADEPT	INTERMEDIATE
<p>Complete work tasks to agreed budgets, timeframes and standards</p> <p>Take the initiative to progress and deliver own and team/work unit activities</p> <p>Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals</p> <p>Seek and apply specialist advice when required</p>	<p>Understand the team/work unit objectives and align operational activities accordingly</p> <p>Initiate and develop goals and team plans and use feedback to inform future planning</p> <p>Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary</p> <p>Ensure current work plans and activities are consistent with organisational change initiatives</p>	<p>Research and analyse information, identify interrelationships and make relevant evidence based recommendations</p> <p>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</p> <p>Participate in and contribute to team/work unit initiatives to resolve common issues or barriers to effectiveness</p> <p>Identify and share organisational process improvements to enhance effectiveness</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>
ADEPT	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Be flexible, show initiative and respond quickly when situations change</p> <p>Give constructive and honest feedback and advice using appropriate manner and tone</p> <p>Listen when ideas are challenged, seek to understand the nature of the challenge and respond constructively</p> <p>Raise and work through challenging issues and seek alternatives</p> <p>Keep control of own emotions and stay calm under pressure and in 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 and adapt existing skills to new situations</p> <p>Show commitment to achieving work goals effectively</p> <p>Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance</p> <p>Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult</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>
INTERMEDIATE	ADEPT
<p>Demonstrate use of te reo Māori words and phrases in appropriate work place settings</p> <p>Has prepared and can communicate accurately own mihi if required in the work place context</p> <p>Take part in opportunities to practice and extend own language capability</p>	<p>Engage with subject matter experts and consider the University's Māori Strategic Framework principles when undertaking work planning activity</p> <p>Model good practices and encourage others to adopt work place practices that show sensitivity for tikanga Māori</p> <p>Has good knowledge of the Articles and Principles of Te Tiriti o Waitangi and encourages understanding in others</p> <p>Encourage others to extend their understanding and knowledge of tikanga Māori</p>