



Te Whare Wānanga
o Awanuiārangi

Job Description

Position Title Co-ordinator – Marketing and Content **Team/School:** Marketing Department
Corporate Registry

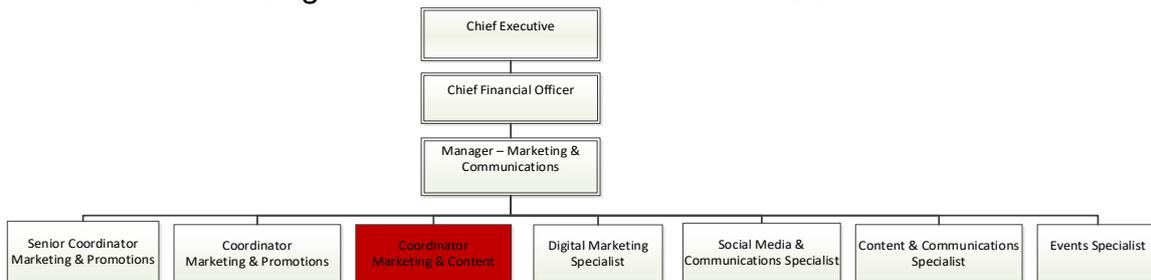
Position Holder **Date** February 2026

Reports to Manager – Marketing & Communications **Location** Whakatāne

Agreed By (Please Sign) Position Holder

Manager/Team Leader Date

HR Manager Date



STATEMENT

The Wānanga:

- is firmly committed to the principle of equal opportunity for all and recognizes the need to give practical effect to such responsibilities both as an employer and as an educational provider.
- provides a supportive, safe and healthy environment which is conducive to quality teaching, research and community service.
- is committed to providing a workplace free from harassment.

PURPOSE OF POSITION

The purpose of this role is to develop and execute marketing strategies and campaigns, support events, and content creation for marketing and promotion of Te Whare Wānanga o Awanuiārangi. This will include producing materials for online, print, and social media channels, in both static and video formats to enhance brand visibility, establish thought leadership, and support student recruitment initiatives.

This position involves travel for marketing and promotional events, with advance notice provided.

This role requires travel to attend marketing and promotional events, for which advance notice will be given.

DIMENSIONS AND AUTHORITY

Staff: Nil

Financial: Nil

RELATIONSHIPS

Internal:

- Marketing Team
- Heads of School, and National Programme Co-ordinators
- Lecturers
- School Academic Administrators
- Operations Team

External:

- Prospective students
- Stakeholder entities
- General Public
- Community Services

KEY RESULTS AREAS

The role encompasses the following major functions or Key Result Areas:

1. Content Creation
2. Marketing, & Events Support
3. Marketing Planning Support & Delivery
4. Team and Personal Effectiveness
5. Other Corporate Activities
6. General Requirements of all Wānanga employees

Key Result Areas	
What am I meant to do?	How do I know I'm successful?
<p>KRA 1: Content Creation</p> <ul style="list-style-type: none"> • Design and produce video, image-led and digital content on a daily basis to deliver marketing and social media plans. • Adapt content to the needs of different social media channels and audiences 	<ul style="list-style-type: none"> • Increased social media interactions (follows, likes, shares, comments, web clicks). • Positive feedback from attendees and colleagues, indicating that the content has effectively raised awareness and interest in our presence at the event.

<ul style="list-style-type: none"> • Create opportunities to showcase Awanuiārangi and help it stand out through the use of informative, interesting and engaging content that's fit for our audiences • Protect the brand and ensure that all marketing collateral is designed and produced to a high standard • Produce social media content to promote our attendance at events and to engage audiences with our stand. • Monitor the impact of content delivery and adapt plans if necessary. 	<ul style="list-style-type: none"> • Becoming a recognised point of contact for staff and stakeholders who wish to share good stories or contribute content about the event. • Ensuring that all content representing Awanuiārangi is delivered to a consistently high standard, aligning with brand guidelines and messaging. • Analytics and reports showing increased reach and engagement for social media posts and demonstrating how well the communications are working to achieve marketing objectives.
<p>KRA 2: Events Support</p> <ul style="list-style-type: none"> • Represent the Wānanga at any events at which the Wānanga is marketing its programmes or promoting its brand. • Assist in setting up expos, organising displays and marketing collateral. • Represent the Wānanga in a professional manner at all times. • Engage with attendees in a positive way to form strong links and encourage a long-term connection to the Wānanga 	<ul style="list-style-type: none"> • Prospective students and clients receive consistent and responsive service. • Events are held to achieve goals and earn positive feedback. • Build programme knowledge and stay updated • Wānanga programme enrolment meets targets. • Establish and maintain effective communication with the public, students, professional organisations, schools, businesses, iwi, and hapū.
<p>KRA 3: Marketing Planning Support & Delivery</p> <ul style="list-style-type: none"> • Engage stakeholders to promote the Wānanga, events, and programmes while building relationships. • Participate in planning meetings with the Marketing and School teams to ensure attainment of designated objectives. • Create accurate promotional materials as needed. • Develop market-specific resources that present the Wānanga as a strong tertiary study option. 	<ul style="list-style-type: none"> • Demonstrates solid connections with both internal and external stakeholders, such as suppliers. Positive feedback from stakeholders is regularly received and acknowledged by management and colleagues. • Regularly communicate with the manager as agreed. • Strong relationships are built with key stakeholders. • Information is regularly updated to reflect changes in programmes, services, and social media. • Manager reviews marketing resources and includes any feedback received. • Written reports are provided to the Manager as required.
<p>KRA 4: Team & Personal Effectiveness</p> <ul style="list-style-type: none"> • Provides relief to Marketing team members during leave or peak workload. • Documents the critical functions within areas of responsibility. 	<ul style="list-style-type: none"> • Recognised as an expert in design and video production • Team is supported as required. • Feedback evidences good communication is fostered with the team and other staff members.

<ul style="list-style-type: none"> Continual updating of knowledge and skills relating to technology, administrative systems, and other aspects of the position. Shares knowledge and ideas with wider team. 	<ul style="list-style-type: none"> Work processes are updated on an annual basis. Professional development and training are undertaken as required.
<p>KRA 5: Other Corporate Activities</p> <ul style="list-style-type: none"> Provide input regarding publicity material and Wānanga publications as required. Comply with all legal and Wānanga requirements for records management. Undertake any other duties as may be required by the manager. To participate in Wānanga events as required. 	<ul style="list-style-type: none"> Marketing and branding colleagues receive market feedback updates. All legal and Wānanga requirements for managing Wānanga records are met. Demonstrated flexibility and willingness to assist with other duties as required. Evidenced by observation.
<p>6: General Requirements of all Wānanga Employees</p> <ul style="list-style-type: none"> Possess a student-centric work ethic. Actively seek to provide the best possible service to our students; Promote the Wānanga as a positive and dynamic learning environment; Strive for high student retention and success. Meet your obligations under the Health and Safety at Work Act 2015 by. <ul style="list-style-type: none"> Being responsible for maintaining a safe and healthy workplace Following health and safety rules, policies and procedures, Reporting accidents, injuries and unsafe equipment, practices or conditions Taking reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety of others. Under the Public Records Act 2005, everyone working within Te Whare Wānanga o Awanuiārangi is responsible for creating and maintaining full and accurate records of the activities of the organisation, carried out within established records management guidelines; Create and maintain complete and accurate information and records within their domain in approved business information systems and applications in a timely manner as a routine part of their work practice; Comply with information and records management policies, standards, guidelines, and procedures; Be culturally aware and uphold EEO in all aspects of work and development; Participate in the Wānanga appraisal process; Improve and develop yourself through training and professional development opportunities; Undertake any other key duties as agreed with your manager. 	

The responsibilities and expectations outlined in this job description may after consultation vary from time to time according to the needs of the Team, and the clients of Wānanga. Instructions for any variances will be communicated by the Manager.

Person Specification

Technical/Professional Qualification	
Essential	Desirable
<ul style="list-style-type: none"> • A relevant degree qualification and/or equivalent relevant work experience. • A current, unrestricted private motor vehicle licence. 	
Experience	
<ul style="list-style-type: none"> • Previous experience in a similar role. • Experience developing and delivering social media plans. • Experience with and understanding of digital platforms. • Video filming and editing experience and skills. • Experience with InDesign for print and digital publishing. 	<ul style="list-style-type: none"> • Knowledge and relevant experience in the Tertiary sector desired. • Experience engaging with community, iwi, or schools.
Skills and Attributes	
<ul style="list-style-type: none"> • Te Reo Māori skills to at least intermediate and a commitment to improving Te Reo Māori skills beyond intermediate level. • Understanding and knowledge of Tikanga Māori and its application in a kaupapa Māori and tertiary environment. • Proven ability to use Microsoft Office suite to at least intermediate level. • Experience using databases to measure effectiveness and experience using social media tools. 	<ul style="list-style-type: none"> • Fluency in Te Reo Māori. • Graphic design skills.
Competencies	
Values Alignment	Looks Like
<p>Aligning personal values with organisational values. Modelling commitment to organisational values. Identifying and committing to personal goals, aspirations, and values, and integrates these into practice.</p>	<ul style="list-style-type: none"> • Examines and clarifies personal values and behaviours. • Communicates and models organisational values. • Uses organisational values in decision-making. • Manages own personal development and learning.
Interpersonal Skills	
<p>Demonstrates an ability to use a variety of interpersonal techniques to effectively deal with a variety of people and situations.</p>	<ul style="list-style-type: none"> • Uses good listening and questioning techniques. • Develops good rapport with people at all levels. • Accurately interprets others' behaviour and adapts own approach accordingly.

<p>Taura/Customer Service Proactively develops student/customer relationships by making efforts to listen to and understand the taura/customer (both internal and external); anticipating and providing solutions to taura/customer needs; giving high priority to taura/customer satisfaction.</p>	<ul style="list-style-type: none"> • Focuses on taura/customer needs and meets or exceeds their requirements. • Clarifies taura/customer needs. • Confirms satisfaction. • Listens and empathises. • Develops approaches that provide total solutions for taura/customers.
<p>Work Standards Setting high goals or standards of performance for self and organisation; being dissatisfied with average performance; self-imposing standards of excellence rather than having standards imposed by others.</p>	<ul style="list-style-type: none"> • Sets high performance standards. • Emphasises high standards to others. • Shows pride when standards are met. • Shows dissatisfaction with substandard performance.
<p>Attention to Detail Accomplishing tasks through concern for all areas involved, no matter how small; showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time.</p>	<ul style="list-style-type: none"> • Clarifies details of tasks. • Completes all details. • Checks outputs for accuracy and completeness. • Follows established procedures. • Maintain checklist to cover details.
<p>Technical/Professional Knowledge Having achieved a satisfactory level of technical and professional skill or knowledge in position-related areas; keeping abreast of current developments and trends in area of expertise.</p>	<ul style="list-style-type: none"> • Understands technical terminology and developments. • Knows how to apply a technical skill or procedure. • Knows when to apply a technical skill or procedure. • Performs complex tasks in area of expertise.
<p>Teamwork/Collaboration Building and participating in effective teams to accomplish organisational goals. Understanding the importance of collaboration and shared values in creating a high-performance environment. Understanding teams are to drive for better results and enhanced performance; teamwork is as important as teams.</p>	<ul style="list-style-type: none"> • Contributes to team development, shares ideas and achievement of results. • Clarifies roles and responsibilities, and priorities. • Looks to help others. • Supports team decisions and shares accountability within the team. • Works co-operatively and exchanges information freely.

TE WHARE WĀNANGA O AWANUIĀRANGI - VISION, MISSION AND VALUES

VISION

Rukuhia te Mātauranga ki tōna hōhonutanga me tona whānuitanga. Whakakiiia ngā kete a ngā uri o Awanuiārangi me te iwi Māori whānui ki ngā taonga tuku iho, ki te hōhonutanga me te whānuitanga o te mātauranga kia tū tangata ai rātou i ngā rā e tū mai nei.

Pursue knowledge to the greatest depths and its broadest horizons. To empower the descendants of Awanuiārangi and all Māori to claim and develop their cultural heritage and to broaden and enhance their knowledge base so as to be able to face with confidence and dignity the challenges of the future.

MISSION

Ū tonu mātou ki te whai ki te rapu i te hōhonutanga o te mātauranga kākanorua o Aotearoa, kia taea ai te kī, ko wai anō tātou, me te mōhio ko wai tātou, kia mōhio ai nō hea tātou, me pēhea hoki tātou e anga whakamua.

Parau ana tēnei ara whāinga, hei whakapūmau anō i te tino rangatiratanga, hei taketake ai te ihomatua Māori me ōna tikanga kia ōrite ai te matū ki ngā mātauranga kē.

Koia rā ka tū pākari ai, tū kotahi ai hoki me ngā iwi o te ao tūroa. Koia nei te ia o te moemoeā me ngā tūmanako o Te Whare Wānanga o Awanuiārangi.

Haere mai... Me haere tahi tāua.

We commit ourselves to explore and define the depths of knowledge in Aotearoa, to enable us to re-enrich ourselves, to know who we are, to know where we came from and to claim our place in the future.

We take this journey of discovery, of reclamation of sovereignty, establishing the equality of Māori intellectual tradition alongside the knowledge base of others.

Thus, we can stand proudly together with all people of the world. This is in part the dream and vision of Te Whare Wānanga o Awanuiārangi.

VALUES

Manaakitanga: To respect and care for students, our manuhiri, our communities and each other.

Whanaungatanga: To value all relationships and the kinship connections with our students, our communities and each other.

Kaitiakitanga: To ensure the ongoing sustainability of our organization and to protect and support the unique obligations we have to Ngāti Awa, Mataatua and wider whanau, hapu and marae.

Pūmautanga: To commit to excellence and continuous improvement in everything we do.

Tumu whakaara: To inspire and ethically lead through example and outstanding practice.

BACKGROUND

Te Whare Wānanga o Awanuiārangi is a vibrant and exciting tertiary education institution providing a dynamic learning environment where students can discover their own potential for educational success.

Our programmes are designed to ensure academic excellence – we are benchmarking our programmes against those of other institutions and lifting the bar on standards. As we lift our research capacity, ongoing programme re-development will be informed by best practice.

As a Wānanga, Te Whare Wānanga o Awanuiārangi is charged with delivering tertiary programmes grounded in Kaupapa Māori and Āhukatanga Māori. This means that Māori knowledge and practices are central components to the academic programmes, engagement in PLD projects, teaching delivery and student experiences.

Tikanga Māori and Te Reo Māori are central to the way in which we operate and are reflected across Te Whare Wānanga o Awanuiārangi in our programmes and practices. While some of our programmes have a high level of Māori language emphasis, others are designed to support new and emerging language learners.

Te Whare Wānanga o Awanuiārangi further provides programmes that are portable and transferable both nationally and internationally. Therefore, it is important that we explore and integrate the World view of both Māori and other indigenous peoples and engage in and critique the world views of others.

Transformative approaches to educational achievement are a cornerstone of our broad and unique programme offerings, as we focus on providing an education that will encourage and support community development and growth, enable educational portability for our students both within Te Whare Wānanga o Awanuiārangi and the wider tertiary sector.

Operations are based at three locations – Whakatāne, Tāmaki Makaurau (*Auckland*) and Wairoa, with a further site currently being determined in the North (Te Tai Tokerau). We also deliver on marae across the Te Ika a Maui (*North Island*).

Marketing Team

The Marketing team provides integrated marketing and communications strategies and solutions to assist Awanuiārangi in reaching its strategic goals.

The marketing team is responsible for a diverse range of marketing activities including:

- **Production of corporate and marketing publications**, including the facilitation of graphic design, web administration, copywriting, photography and more
- **Student recruitment** through integrated on and offline marketing campaigns, promotions, events and other stakeholder liaison work
- **Support public relations, reputation management & media relations** through a proactive approach and commitment to telling our stories and communicating our distinctive identity.
- **Corporate event management and sponsorships.**