

POSITION DESCRIPTION

Position title	Marketing Events and Engagement Advisor
Position location	National Office (Wellington)
Group	Marketing and Communications
Reports to	Group Manager – Marketing and Communications

Our vision

A future-ready, highly skilled workforce driving innovation and productivity across New Zealand's automotive, commercial road transport, logistics, extractives, mining, quarrying, drilling, and gas industries.

Our mission

To champion skills and workforce development by delivering innovative, high-quality vocational education that builds individual capability and business productivity across all MITO industries.

Our values

- **Respect:** We trust and support each other, working for the good of our learners, employers, and stakeholders.
- **Integrity:** We do what we say we will and do what is right, not just what is expected.
- **Ignition:** Together, we enrich lives and inspire futures.
- **Ingenuity:** We are clever, resourceful, and solutions-focused.
- **Community:** We work together to get things done.

Position purpose

The Marketing and Communications Group is responsible for MITO's marketing and communications strategies and channels, brand and website management, public relations, events and stakeholder engagement, sponsorship initiatives, and internal communications and engagement.

The Marketing Events and Engagement Advisor is responsible for planning, co-ordinating, and delivering high-quality events and engagement initiatives that strengthen MITO's stakeholder relationships, enhance brand visibility, and support organisational objectives. This role ensures that all events and engagement initiatives are executed professionally, on time, and within budget, while creating meaningful experiences for participants.

Key result areas

Event planning and co-ordination

- Develop and manage event plans, timelines, and budgets for external-facing engagement initiatives
- Co-ordinate logistics and work with external suppliers, including venues, catering, and AV requirements
- Act as the primary point of contact for events
- Collaborate with marketing and communications colleagues to promote events as appropriate
- Organise appropriate display equipment, collateral, and promotional materials
- Track spend against budget
- Monitor event performance; gather and report feedback; provide insights and recommendations for continuous improvement.

External engagement

- Plan and facilitate MITO's presence at industry conferences and expos
- Co-ordinate and deliver customer satisfaction initiatives, including surveys and focus groups
- Seek out engagement opportunities (such as sponsorship) for MITO to enhance its reputation within the industries it serves
- Collaborate with marketing and communications colleagues to promote external engagement initiatives as appropriate.

Internal events and engagement

- Develop and deliver internal engagement events and initiatives
- Ensure these events reflect organisational values and promote inclusivity, collaboration, and wellbeing
- Collaborate with marketing and communications colleagues to promote initiatives internally
- Gather feedback from staff to inform future engagement strategies.

Other

- Performs other duties and/or projects assigned by the Marketing and Communications Manager or Chief Executive
- Contributes to cross-functional team and/or group projects and activities
- Contributes to the successful implementation of the annual business plan
- Complies with health and safety legislation and organisational policy
- Participates in, and contributes to, the maintenance and ongoing development of the health and safety programme
- Complies with the Education and Training Act 2020, Privacy Act 2020, NZQA requirements and other relevant statutory requirements
- Provides other support as required to ensure the smooth, effective and efficient operation of MITO.

Key competencies

Networking / facilitation

- Develops and maintains effective relationships and networks, both formally and informally.

Managing self

- Adapts to change in priorities and accommodates new demands on time while meeting all work commitments
- Is accurate, thorough and displays attention to detail
- Is self-motivated and committed to seeking out opportunities to enhance own learning
- Self-directed and motivated to exceed expectations.

Commitment to customers and teamwork

- Exceeds expectations and delivers high levels of customer service
- Participates willingly and supports team decisions.

Achievement focus

- Able to focus on critical work priorities and modify priorities as circumstances change
- Uses sound judgement and acts responsibly.

Problem solving

- Applies policies and guidelines, uses common sense and learns from experience, to identify and solve problems
- Able to analyse data and draw logical conclusions
- Thinks things through logically and anticipates likely problems.

Respecting diversity

- Has a positive attitude towards people of different cultures and backgrounds
- Knows the principles of the Treaty of Waitangi
- Is comfortable in situations involving tikanga Māori
- Makes MITO more responsive to and helps to create a multicultural environment.

Interpersonal

- Effectively communicates with courtesy using tact and diplomacy
- Uses a range of techniques, based on the audience and situation, to communicate effectively.

Resilience

- Confident in own abilities and able to work independently
- Able to withstand pressure and remain committed to priorities
- Manages stress with appropriate coping mechanisms.

Education and experience

- Relevant tertiary qualification, with preference given to a qualification in event management, marketing, communications, or a related discipline
- Proven experience in event management and stakeholder engagement
- Strong organisational and project management skills
- Excellent communication and interpersonal abilities
- Ability to work well under pressure and manage multiple priorities
- Strong computer literacy; proficiency in event management tools would be preferred

- Ability to provide excellent internal and external customer service in a professional and timely manner
- Understanding of, and commitment to, the promotion and adherence to health and safety practices.

Key relationships

The Marketing Events and Engagement Advisor reports to the Group Manager – Marketing and Communications, and works alongside the Senior Marketing and Communications Advisors, Marketing and Communications Advisor and Designer, Marketing and Communications Coordinator, and Vocational Career Advisors. You will develop and maintain professional relationships with all MITO team members as well as effective and professional relationships with MITO's customers, stakeholders, suppliers, and other relevant external organisations.

Delegated authority

Not applicable.

Performance criteria

In this role you will be expected to meet performance standards. These standards are consistent with the Key Result Areas and will be specified in an individual Performance Plan which will reflect your contribution to achieving MITO's objectives and performance measures.