

## POSITION DESCRIPTION

<b>Position title</b>	Marketing and Communications Advisor
<b>Position location</b>	National Office (Wellington)
<b>Group</b>	Marketing and Engagement
<b>Reports to</b>	Marketing and Communications Manager

### What We Do

---

- Promote career pathways to support a productive, sustainable and dynamic workforce
- Resource our industries for the future by collaborating on skill and workforce planning aspirations
- Meet our legislative responsibilities and exceed our stakeholder expectations.

### Our Vision

---

- Enriching lives and inspiring futures

### Our Values

---

#### ***Respect***

- We trust and support each other and work for the good of our learners, employers and stakeholders.

#### ***Integrity***

- We do what we say we will and we do what is right, not merely what is expected.

#### ***Ingenuity***

- We are clever and resourceful.

#### ***Community***

- We work together and get things done.

#### ***Ignition***

- Together we enrich lives and inspire futures.

### Position Purpose

---

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

The Marketing and Communications Advisor is responsible for managing and developing MITO's presence on digital channels, to enhance the MITO brand and ensure the best possible digital user experience for the MITO community.

## Key Result Areas

---

### ***Website management***

- Manage MITO's website, working with external agencies as required
- Manage MITO's Job Hub (hosted on the website), including the moderation and editing of jobseeker and employer profiles
- Provide advice on website architecture, user experience, and content to other MITO staff members; support other staff members with projects that require website work
- Work with the Marketing and Communications Manager on the appropriate development of the MITO website.

### ***Social media management***

- Manage and develop MITO's presence on social media channels
- Manage the posting of appropriate content in a timely and accurate manner
- Manage the response to social media enquiries
- Manage in-house social media advertising; track spend against budget.

### ***Digital content creation***

- Develop and produce content to support MITO promotional initiatives across digital channels.

### ***Digital analytics and reporting***

- Manage website and social media analytics and reporting
- Provide relevant reports to the Marketing and Communications Manager and the senior leadership team in a timely and accurate way.

### ***Assist with campaigns and communications***

- Support marketing campaign and communication activities in the digital space, including data management.

### ***Other***

- Perform other duties and/or projects assigned by the Marketing and Communications Manager or the Executive Director
- Contribute to cross-functional team and/or group projects and activities
- Contribute to the successful implementation of the annual business plan
- Comply with health and safety legislation and organisational policy
- Participate in, and contribute to, the maintenance and ongoing development of the health and safety programme
- Comply with the Education (Vocational Education and Training Reform) Amendment Act 2020, Education Act 1989 (as amended), Privacy Act 2020, NZQA requirements and other relevant statutory requirements
- Provide 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 Team Work***

- 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 marketing or a related discipline
- Strong experience (minimum three years) in digital marketing and communications

- Strong computer literacy, with experience in using content management systems and databases
- Experience in social media scheduling and monitoring, and a good understanding of social media analytics
- Excellent written and verbal communication skills, as well as experience in videography and photography for the online environment
- Skills in online community management and the ability to identify both risks and opportunities in the social media space
- Understanding of, and commitment to, the promotion and adherence to health and safety practices.

## Key Relationships

---

The Marketing and Communications Advisor reports to the Marketing and Communications Manager, and works alongside the Senior Marketing and Communications Advisor, Marketing and Communications Advisor and Designer, Marketing and Communications Coordinator, and Vocational Career Advisors. They 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.