

## JOB DESCRIPTION

### Te Puna Wanaka



### TE KAIWHAKAURU PASEFIKA/ PASEFIKA RECRUITMENT OFFICER

**Position:** 0.5 Full-time equivalent, 18.75 hours per week.  
One year fixed term July 2008 – July 2009.

**Grade Seven:** \$52,703 - \$62,004, full time rates per annum

#### BACKGROUND INFORMATION

Christchurch Polytechnic Institute of Technology (CPIT), the largest South Island Polytechnic and one of Canterbury's three major tertiary institutions, is located in the centre of Christchurch city with an additional campus in Opawa. Emphasis is on "applied" learning where theoretical education is combined with a hands-on approach. CPIT prides itself on the emphasis it places on excellence - such as the increasing number of teaching awards it attracts and its achievement of high levels of recognition in educational audits - and on the many diverse and dynamic partnerships it has with industry, the community and a wide range of interest groups in the city.

CPIT welcomes approximately 30,000 student enrolments each year including both full and part-time, domestic and international, professional, paraprofessional and trades focussed. Students and staff of a myriad nationalities attend throughout the year during the day, evening or weekend. Te Wānanga o Ōtautahi provides a place of belonging for those wanting to engage in te ao Māori or Fale Pasifika.

Over 1800 staff teach and support learning in vocational programmes and courses across a comprehensive range of career and subject areas at varying levels from foundation to degrees, graduate diplomas, diplomas and certificates to short term modules and courses customised for business, industry or special interest clients.

A challenging and exciting education environment demanding responsiveness to the diverse needs of students, employers and our region makes CPIT a dynamic and engaging place in which to work.

#### Te Puna Wanaka o Otautahi

As part of its Treaty of Waitangi and Crown obligations to meet the needs of both Maori and non-Maori staff and students, CPIT has established Te Wanaka o Otautahi. This is a unique, innovative and groundbreaking initiative that focuses on raising Maori participation and retention rates at CPIT and providing opportunities for all staff and students to prepare better for economies and social situations impacted increasingly by indigenous and multicultural influences.

As part of Te Wanaka o Otautahi, CPIT has established a Maori faculty, Te Puna Wanaka, whose focuses are on growing Maori specific courses in te reo and tikanga Maori and incorporating Maori content, pedagogy, exemplars and models in the courses of other faculties in order to better connect the subject matter of those courses to their Maori learners, and to provide other learners with the capacity to engage better with indigenous and multicultural employers and employees. One of the goals of CPIT is to become the preferred tertiary education provider for Maori and, in its attempts to accomplish this, the courses of Te Wanaka o Otautahi are being analysed in relation to their relevance to both Maori and mainstream aspirations, and the marketing and recruitment strategies are have been revised to increase participation rates of Maori students in CPIT.

Te Puna Wānaka has been positioning itself to better engage and deliver to Māori communities in the Canterbury region based on the guiding philosophy of 'Whānau Transformation through education'. Currently limited resources are allocated specifically to Pasefika engagement and delivery at CPIT, and, it is accepted that a more concentrated response and concerted effort is required in order to increase Pasefika participation across all programmes thereby enhancing the educational and cultural experience of students within our institution. CPIT has recently made significant progress in establishing core relationships with members of the Pasefika community through fono with the CEO and key community members, and the hosting of the Pasefika Community Network forum in April 2008. At that fono, issues around potential future involvement with, and delivery to Pasefika through Te Puna Wānaka were discussed. The best 'home' for Pasefika in CPIT is Te Puna Wānaka. Sharing many of the same cultural and social experiences and issues, there is a high level of mutual benefit to be gained from the simultaneous development of the respective matauraka in terms of pedagogy, curriculum content and community development. The benefit of having the Tuakana / Teina relationships that come from such a union, or perhaps better described as the 'whanaukataka' between our cultures and communities, will help to provide a greater sense of strength and vision for staff and students alike. This development will also help support

Te Puna Wanaka objectives of helping to create students who are strong in their identity and language and who have a broad appreciation and understanding of their relationship to, and participation in, the wider Pacific and global communities and environments.

Te Puna Wānaka is now in a position to broaden the focus to include our Pasefika communities. Models of engagement, recruitment and delivery which have been tested within the Māori community in recent years have proved to be effective in creating positive change for whānau and individuals. These models provide a good basis from which to start to explore appropriate responses to our Pasefika communities who face many of the same issues, but have other characteristics and challenges unique to those communities.

### Te Kaiwhakauru Maori

Te Kaiwhakauru Pasefika is an essential part of CPIT's strategic intent to raise the participation rates and to become the preferred provider of tertiary education to Pasefika students. The purpose of the position is to establish recruitment streams that routinely result in an automatic flow of prospective students into CPIT from a variety of sources in the Christchurch and Canterbury areas. These streams will be established by building relationships and developing extensive networks with a number of entities in the city and beyond, including organisations that engage extensively with Pasefika communities. These organisations/entities will include Iwi leaders, marae and sports organisations, government departments like WINZ and The Ministry of Pacific Island Affairs, secondary schools and other education providers, Pasefika organisations, churches, and the Canterbury Development Corporation (Action Works).

Te Kaiwhakauru will build on the relationships already made with the Pasefika communities, as well as make new contacts with key stakeholders, whanau and various interest groups. It is essential that Te Kaiwhakauru establish rapport and confidence with the leaders and people that will guarantee CPIT is the first port of call for prospective tertiary education students. Te Kaiwhakauru will utilise an infectious enthusiasm that will encourage matua, mothers, fathers and the younger population to pursue their pathway to tertiary education at CPIT. The position provides an opportunity to realise Te Wanaka o Otautahi's whanau transformation approach which focuses on increasing the chances of whanau to experience educational success by ensuring at least one member of the whanau breaks the cycle of failure and graduates in a CPIT course and thereby initiates a domino effect of educational success on other whanau members.

Te Kaiwhakauru Pasefika will work closely with Te Kaiwhakauru Maori and other recruitment staff in CPIT to enable a comprehensive catchment of Pasefika students to be established within the Christchurch region.

One full time staffing equivalent (FTE) has been approved for two 0.5 FTE fixed-term positions to develop clear roles and a strategic plan to respond to Canterbury's Pasefika Communities' needs. Initially two overlapping roles have been confirmed - one focusing on establishing recruitment activities and the other on programme development. The staffing requirements and parameters of ongoing positions to best meet CPIT and Pasefika community needs into the future will be determined as part of a planned review in June 2009.

### ORGANISATION STRUCTURE

Dean- Te Puna Wanaka			
Programme Leader			
Academic Staff ASM Pasefika Development	Kaiwhakauru Maori Kaiwhakauru Pasefika	Administrative Staff	Kaitaunaki Kaiawhina

### PRIME FUNCTION/PURPOSE OF THE POSITION

To work with the Pasefika Working Party to develop a five-year plan to identify and respond to strategic objectives for Pasefika engagement.

### PROFILE

To be successful in this position you will:

ESSENTIAL	PREFERRED
<p><b>Education/Qualifications/ Knowledge:</b></p> <ul style="list-style-type: none"> <li>Understand a learning environment.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of the tertiary sector.</li> </ul>
<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>Have extensive and trusted relationships with the Pasefika communities in Christchurch and the</li> </ul>	<ul style="list-style-type: none"> <li>Have solid networks with organisations, clubs, associations, businesses and government departments that are engaged with Pasefika people.</li> </ul>

<p>Canterbury region.</p> <ul style="list-style-type: none"> <li>▪ Stand strong in a multicultural world</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stand strong by <ul style="list-style-type: none"> <li>○ Being bilingual</li> <li>○ Relating professionally to a wide range of others - organisations, managers, colleagues, a variety of people of all ages, backgrounds, interests.</li> <li>○ being comfortable in Pasefika settings and contexts,</li> <li>○ having earned respect in the wider community.</li> </ul> </li> </ul>
<p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>▪ Think and operate strategically with sound organisational and planning skills.</li> <li>▪ Have excellent communication skills</li> <li>▪ Be competent using relevant computer applications</li> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪ Be able to strategically plan and implement a recruitment approach that takes into consideration Pasefika protocol and values an organisation's strategy and values.</li> <li>▪ Be capable of adapting recruitment tactics to coincide with changing situations and contexts. Eg to target professionals, those seeking vocational training, through to those on the fringes of society who currently slip through the net.</li> <li>▪ Have the capacity to make new contacts and add them to the established networks.</li> <li>▪ Take tasks through to completion</li> <li>▪ Communications skills to include: <ul style="list-style-type: none"> <li>○ Public speaking and presentation.</li> <li>○ Sound interpersonal communication – face to face situations, excellent listening skills.</li> <li>○ Effective sales and negotiation skills.</li> <li>○ Written communication skills including records and reports.</li> </ul> </li> </ul>
<p><b>Personal Attributes:</b></p> <ul style="list-style-type: none"> <li>▪ Be motivated and enthusiastic</li> <li>▪ Be able to manage various physical demands and flexible hours and to maintain <b>the mana of Te Puna Wanaka.</b></li> <li>▪ Work collaboratively with colleagues.</li> <li>▪ Be willing to commit to CPIT staff profile which encompasses foci on students; learning and teaching; innovation, flexibility and continual learning; research; biculturalism; internationalisation; disability awareness; environmental awareness and sustainability; health and safety; IT literacy.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Be willing and able to arrange introductions and document processes that ensure the ongoing success of the Kaiwhakauru position into the future.</li> </ul>

## KEY RESPONSIBILITIES:

In close consultation with the Kaiwhakauru Maori, the recruitment team and Te Tumuaki, Maori Dean:

- Align recruitment activities and strategy to Pasefika cultural mores, values, and protocols, and CPIT's strategic direction and values.
- Assist with the adaptation of the marketing and recruitment plans for the ensuing year.
- Promote CPIT and Te Puna Wanaka programmes and courses to Pasefika communities.
- Assist in reducing barriers to Pasefika recruitment and participation at CPIT.
- Develop and build networks within the Pasefika business networks and the wider business community to better identify the skills, knowledge and attributes students need to gain employment and to develop further in their employment.

Develop and maintain relationships with internal stakeholders to extend and improve relationships with Pasefika communities and with external stakeholders to build confidence in the courses and quality at CPIT and provide a source of feedback re current needs and issues.

Establish recruitment streams from organisations, clubs, associations and government departments working with individuals who are seeking to improve and develop themselves.

Identify opportunities and develop initiatives for Te Puna Wanaka staff, and staff in other faculties, to also take responsibility for marketing and recruiting for their own courses, as well as for other courses in CPIT.

Document activities, contacts and processes for others to follow.

#### **TASKS including but not limited to:**

- Participate in the development of a Pasefika recruitment plan for CPIT.
- Design, with the Dean of Te Puna Wanaka and the marketing team, recruitment material and resources that will attempt to break down any barriers to Pasefika recruitment at CPIT.
- In coordination with Kaiwhakauru engage with secondary school principals and senior staff and establish a contact system that is automatically activated when a Pasefika student leaving school is either not sure of their future or is interested in pursuing further learning opportunities at CPIT.
- Assist CPIT staff to develop and build positive relationships with others (eg secondary schools or Pasefika youth outside of schools) to facilitate students to make informed decisions on their future.
- Develop and implement collaborative initiatives with the leaders of Pasefika communities, clubs, marae, sports organisations, secondary schools and raise the profile of Te Wanaka o Otautahi and Te Puna Wanaka within these places.
- Implement Te Wanaka o Otautahi Marketing and Recruitment Strategy particularly to matua, mothers and fathers, and Pasefika individuals who are disenfranchised in society in general and schools in particular.
- Organise and lead recruitment visits with key organisations with a high Pasefika population.
- Ensure regular, effective and consistent communication with internal and external clients, and commission appropriate communication and promotional material.
- Maintain current knowledge of CPIT programmes and services and alternatives.
- Maintain appropriate records and effective administrative systems.
- Liaise with faculty staff, particularly Te Wanaka academic and student support staff
- Participate in and lead recruitment initiatives as determined by Te Tumuaki, Maori Dean.

#### **RESPONSIBLE TO**

Line Manager: Te Tumuaki - Dean of Te Puna Wanaka

#### **KEY RELATIONSHIPS including but not limited to:**

##### **Internal**

Kaiwhakauru Maori, Kaiarahi, Te Puna Wanaka Dean, Marketing Manager and team, Student Support, Te Kaitaunaki and the Te Wanaka administration team, Events Manager, Deans of Faculties and/or Heads of Schools, selected academic and allied staff

The Pasefika Working Party comprises

- Dean, TPW, Hana O'Regan
- Programme Leader TPW, Haani Huata
- Kaiarahi, Monte Ohia
- Kaiwhakauru (this position, to be appointed)
- Programme developer (to be appointed)

##### **External**

The Ministry of Pacific Island Affairs, clubs, sports associations and teams, tribal groups, whanau and various interest groups.

Leaders, matua, mothers, fathers and the younger population.

Relevant Pasefika community groups and organisations.

Secondary school principals, senior Pasefika staff, HODs, Subject Coordinators

#### **FOR YOUR INFORMATION**

##### **1. Staff Appraisal**

CPIT has in place a negotiated system of staff appraisal in relation to job performance, safe work practices, and the criteria outlined in the CPIT Employee Profile.

##### **2. Professional Development**

CPIT is a learning organisation where professional development is supported. Staff are asked to develop a professional development plan with their Manager.

### 3. CPIT Profile

For CPIT to develop and prosper, all staff are expected to demonstrate a range of skills, knowledge and attitudes that contribute positively to the organisation's fundamental purpose which is to provide quality learning for students. We have an integrated approach to defining, describing and developing a positive learning culture among staff and we align this approach at all levels to the mission, values, goals and strategic direction of the institution.

### 4. Health and Safety

Applicants for positions are asked to declare any relevant health related needs or issues on the Confidential Information form provided to Human Resources with your application for appointment. This information is not used for shortlisting but we do expect you to discuss your needs as part of the interview process or when accepting an offer of employment where this is relevant. Confidentiality is assured and applicants will not be differentiated on the basis of disabilities or health requirements unless these render applicants unable to undertake the task requirements. Employees may be required to undertake a health check where baseline data is needed for specific positions. Eg a hearing test for those involved in engineering workshops.

### 5. Employment Terms and Conditions

Appointment is within the terms of employment law and the TIASA Collective Employment Agreement. For the first 30 days of employment CPIT is legally required to employ staff on the terms and conditions of the TIASA Collective Agreement which covers the position offered. If the staff member joins the TIASA union, the terms of the collective document continue to apply; should he/she decide not to join the union, the staff member remains on an individual agreement and we may mutually agree to terms after the 30-day period expires. CPIT's current Allied Staff Collective Employment Agreement will be offered in the first instance.

A job evaluation system is used to determine the grade and therefore the salary range for this position. It is usual to appoint at the lower end of the appointment range specified in the position description.

### APPLICATION DETAILS

Applications for Appointments – Allied Staff forms must be marked:

**TE KAIWHAKAURU PASEFIKA/  
PASEFIKA RECRUITMENT OFFICER**

**Ref No :FP3231**

Applications should be addressed to:

Senior HR Advisor  
Christchurch Polytechnic  
Institute of Technology  
PO Box 540  
**CHRISTCHURCH**

Email: [hr@cpit.ac.nz](mailto:hr@cpit.ac.nz)  
Phone: 03-9408623  
Fax: 03-9408616

And forwarded in person, post, email or fax.

***Applications close  
16 June 2008***

*The standard application form attached provides the Polytechnic with a common set of information about each candidate, but applicants should not limit themselves to that form. Personal applications set out in the applicants own style including a curriculum vitae and particular references to the job description and personal profile are welcomed.*