

Public Relations Coordinator

Position: Permanent; Full time
Contract/Grade: Grade 5 salary range \$41,174 - \$48,441

INTRODUCTION

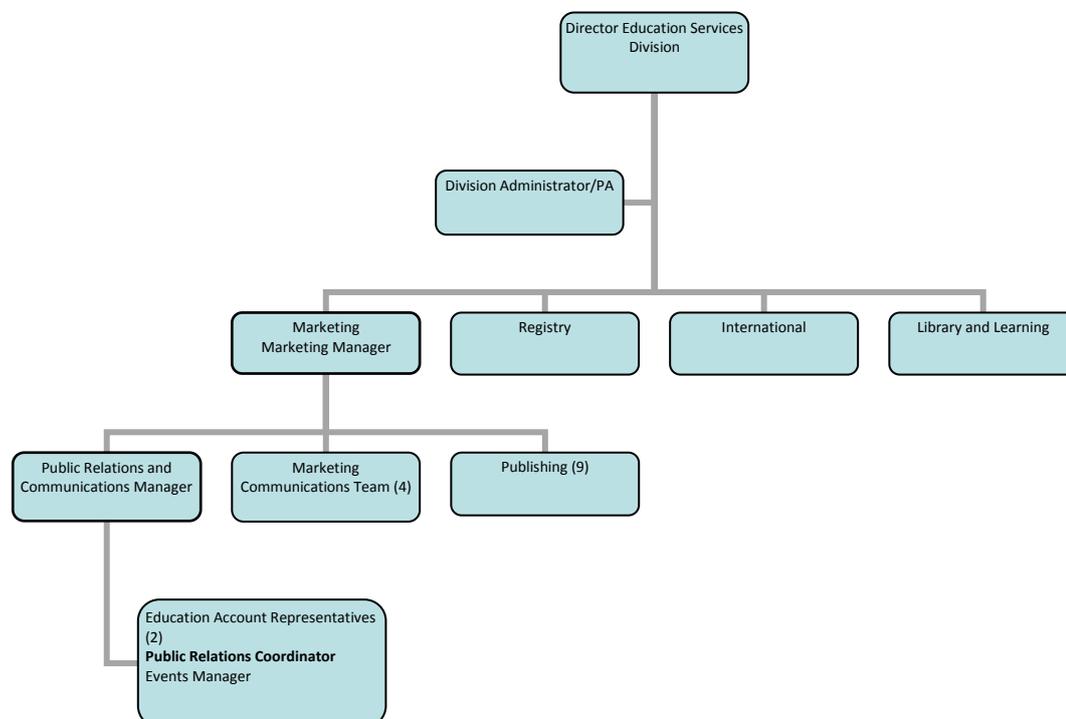
Christchurch Polytechnic Institute of Technology (CPIT), the largest South Island Polytechnic and one of Canterbury’s three major tertiary institutions, is located in the centre of Christchurch city with an additional campus in Opawa. Emphasis is on “applied” learning where theoretical education is combined 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 Wānaka 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.

MARKETING COMMUNICATIONS TEAM



The marketing workgroup is a diverse, busy group of people who manage the organisation’s internal and external promotion, communication and positioning. The team is supporting wider organisational change, in a fast-paced and challenging market and in a context of policy reform. Our vision is to build a team that is able to empower CPIT to manifest its leadership in tertiary education. It is a unit of the Education Services division, which manages the delivery of CPIT’s services. The workgroup is made up of a Publishing Division, Marketing Communications, and Stakeholder Engagement.

PRIME FUNCTION/PURPOSE OF THE JOB

This role is expected to achieve greater awareness of CPIT – what it stands for, what makes it unique, how it can add value to its communities - through the writing and distribution of stories, and the co-ordination of relationship building activities that support positive engagement with stakeholders.

DELEGATED AUTHORITY AND RESPONSIBILITIES

Financial: Nil
Human Resources: Nil
Other: Nil

PROFESSIONAL PROFILE

Essential	Preferable
Education/Qualification <ul style="list-style-type: none">Journalism or related discipline	<ul style="list-style-type: none">New Media qualification
Skills/Experience/Knowledge <ul style="list-style-type: none">2 years experience in a new media environment	<ul style="list-style-type: none">Experience in a communications environment e.g. Agency or Communications DepartmentPresentation in sales/serviceProject managementSponsorship/stakeholder supportCommunication in online or new media environmentsWeb marketing
Personal Attributes <ul style="list-style-type: none">The ability to build constructive work relationshipsExcellent verbal and written communication skillsPersonal integrityProactively/initiativeGood organisational/planning skillsStrong service/value add ethicProductive work practicesPositive attitude/solutions focus	<ul style="list-style-type: none">Strong local networks especially media

KEY RELATIONSHIPS

Internal

- Heads of Schools
- Marketing Team
- Programme Leaders

External

- PR/Communications Industry
- Media Agencies

KEY TASKS

- Finding good stories within the institution that are appropriately themed
- Writing stories – interviewing and co-ordinating stories that build CPIT's brand/s
- Planning internal and external awareness campaigns

EXPECTED OUTCOMES

- Each story will build understanding of the brand and its relevance to the market – rather than ad hoc story telling
- Well-written stories that reflect the tone of the institution as per the brand strategy (eg innovative, fun, energetic)
- Well-planned and coordinated campaigns

- Monitoring media coverage
- Finding and following through opportunities to place articles – pitching to media
- Providing material/content for online storytelling (with E-Marketing Officer) e.g. vid/podcasts
- Co-ordinating sponsorships e.g. hospitality, leveraging through sponsors' media, invitations.
- Liaising with media
- Maintaining and contributing to stakeholder databases
- Creating PR activities to support events, e.g. Ignition
- Developing, with the PR manager, an online newsroom
- A finger on the pulse of our public reputation
- Proactive, good sales work in enthusing the media about what CPIT is doing, well-conceived and pitched “hooks”, good media needs awareness eg with photo opportunities
- CPIT’s benefits and differentiation are visually and experientially demonstrated – prospective students get a great feel for the “CPIT experience”
- The detail is attended to, such that stakeholders have seamless experiences of CPIT
- Media are in the loop about CPIT’s activities, even if they choose not to follow up on each one
- The key groups we engage with, particularly their media (eg community newsletters) are recorded for the organisational knowledge base
- We maximise every opportunity to add value to our activities, particularly where we are one of a group of sponsors, and can build great opportunities around the activities of other sponsor
- The media finds engaging with CPIT easy, helpful and transparent. We are one step ahead of their needs

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 and time is provided to achieve the plan.

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 tender 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 Allied Staff Collective Employment Agreement (01 April 2007 — 31 March 2009) will be offered in the List 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 appointment must be marked:

PR/Comms Coordinator

DR3221

Applications should be addressed to:

Senior HR Advisor

Christchurch Polytechnic

Institute of Technology

P O Box 540

Email: hr@cpit.ac.nz

Phone: 03 940 8623

Fax: 03 940 8616

***Applications Close
Monday 2 June 2008***

The standard application form provides the Institute with a common set of information about each candidate but applicants should not limit themselves to that form. Personal applications set out in the applicant's own style including a curriculum vitae and particular references to the job description and personal profile are welcomed. CPIT reserves the right not to appoint or to appoint by invitation in the event the recruitment process is deemed to be unsuccessful.