

## Marketing Division



### Coordinator – Liaison and Events

**Position**

**Part time 25 hours per week**

**Contract/Grade:**

**Grade 5 \$42, 513 - \$50, 015**

### INTRODUCTION

CPIT is one of New Zealand’s largest tertiary education institutions. With two modern campuses, 1500 staff and a reputation for providing quality applied training and education that spans more than one hundred years, CPIT provides its students with the best vocational training available from foundation programmes through to degree and graduate qualifications.

CPIT’s city campus is based in the heart of Christchurch – a beautiful, cosmopolitan city located in the South Island, with a population of around 400,000 people. As part of Christchurch’s bustling fashion and cultural hub, CPIT’s Madras Street campus is close to numerous cafés, shops and entertainment options making for a vibrant learning environment. Nearby, CPIT’s Sullivan Avenue campus, known as the Trades Innovation Institute, provides purpose-built facilities for training in more than 14 trade areas.

CPIT is proud of its strong reputation amongst New Zealand educational institutes and so much of its success is due to the quality and expertise of its staff. CPIT’s management team is committed to encouraging staff grow within their roles, and participate in ongoing training and development relevant to their needs. A challenging 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 DIVISION

The marketing division is a diverse, busy group of people who manage the organisation’s internal and external promotion, communication and positioning to generate leads and EFT applications and enrolments across all CPIT offerings. Our focus is to motivate and engage all stakeholders to share in the passion, vision, values and positive opportunities that CPIT provides, reinforcing “CPIT inside the community and the community inside CPIT.

### ORGANISATION STRUCTURE



**PRIME FUNCTION/PURPOSE OF THE JOB**

This role is expected to support, manage and co-ordinate activities for our busy liaison and event management team. The primary objective for this team is to influence student recruitment by directly engaging with CPIT's external youth, school and community groups in a variety of ways, include off-site school and community visits, attendance at Careers Expos and hosting a variety of CPIT community events.

**DELEGATED AUTHORITY AND RESPONSIBILITIES**

Financial: Nil  
 Human Resources: Level 600 of the HR Delegations Schedule  
 Other: Nil

**PROFESSIONAL PROFILE**

ESSENTIAL	PREFERRED
<p><b>Education/Qualifications</b></p> <ul style="list-style-type: none"> <li>• Formal qualifications not essential</li> </ul>	
<p><b>Experience/Skills/Knowledge</b></p> <ul style="list-style-type: none"> <li>• Specific experience in Office Management/PA role which included events coordination</li> <li>• Broad work/life experience</li> <li>• Skilled at relationship management</li> <li>• Managing conflicting demands</li> <li>• Strong customer services skills</li> <li>• Experience in an autonomous role</li> </ul>	<ul style="list-style-type: none"> <li>• Experience gained in Sales/Marketing/Events management environment</li> <li>• Evidence of people management experience</li> </ul>
<p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• Friendly</li> <li>• Flexible</li> <li>• Can do/Will do attitude</li> <li>• Solutions focused</li> <li>• proactive</li> </ul>	

KEY FUNCTIONAL RELATIONSHIPS	
<p>Internal</p> <ul style="list-style-type: none"> <li>• CPIT Faculty's</li> <li>• Administrators</li> <li>• Head of Schools</li> </ul>	<p>External</p> <ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• Careers advisors</li> <li>• School administrators</li> </ul>

KEY TASKS
<ul style="list-style-type: none"> <li>• Manage and direct liaison team enquiries both phone &amp; email (<a href="mailto:liaison@cpit.ac.nz">liaison@cpit.ac.nz</a>)</li> <li>• Co-ordinate and manage the call cycle calendar and Contact Relationship Management database– liaising with external stakeholders and internal faculty staff, booking, scheduling and confirming.</li> <li>• Trained to act as a back-up for conducting campus tours of prospective groups</li> <li>• Update resources for external stakeholders as directed by liaison staff</li> <li>• Prepare mail out / distributions as relevant to liaison team</li> <li>• Provide assistance and participate at stakeholder engagement events as requested</li> <li>• Work with the Liaison team to identify continuous improvements in service to our customers</li> <li>• Support Event Manager covering event equipment and purchase of merchandise during Event Manager annual leave, or as requested</li> <li>• Manage data entry of potential students into prospects and follow-up. Proactively identifying times, peak period for requesting additional data entry support (to be approved by Marketing Manager)</li> </ul>

- Develop, manage and implement good administration systems for liaison team.
- Specific admin tasks and delegated tasks around co-ordination of major stakeholder engagement events, including, managing invitations, bookings, RSVP and relevant resources, as directed by liaison team or event manager.
  - Have a Go Day
  - Information Sessions
  - Update Day
  - Year 10 Extravaganza.
- Liaise with marketing team administrator regarding travel booking arrangements, couriers, taxi, stationery and transport requests.

#### NOTES:

The successful applicant is required to commit to CPIT's staff profile which encompasses foci on students, learning and teaching, innovation, flexibility and continual learning, research, biculturalism, internationalization, disability awareness, environmental awareness and sustainability, health and safety and IT literacy.

All of the information provided above is intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of the position and incumbent. From time to time, the incumbent will be required to accept and carry out other relevant duties as assigned by the **Marketing Manager**.

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#### ADDITIONAL INFORMATION

1. Staff Appraisal - CPIT has in place a staff appraisal process in relation to job performance. All staff are required to take part in the process.
2. Staff Training and Professional Development - Staff are required 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 short listing but we do expect you to discuss your needs as part of the interview process or when accepting an employment offer 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 e.g. a hearing test for those involved in workshops.
5. Trial Period - When appointed to a permanent role, and new to employment with CPIT, a trial period of three months applies to the employment.

6. Intellectual Property - Intellectual property developed by Employees in the course of their employment belongs to CPIT.
7. Employment Terms and Conditions - Appointment is within the terms of the employment law and for the first 30 days of employment CPIT is legally required to employ staff in this position on the terms and conditions of the TIASA Collective Agreement. If the staff member joins the union the terms of that union's collective agreement apply in accordance with the legislation current at the time of joining. If the staff member does not join a union, s/he remains on an individual employment agreement based on the collective agreement and we can mutually agree to change those terms and conditions at any time.

#### **APPLICATION DETAILS**

Applications for appointment are accepted through our online recruitment system.

***Applications Close  
Sunday 8 August 2010***

*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.*