

## Marketing: Stakeholder Engagement Team



### EDUCATION ACCOUNT REPRESENTATIVE: YOUTH LIAISON

**Position:** Full time, permanent  
**Grade and Salary:** Grade 6 (Appointment Range; \$48,097- \$56,585 pa)

## INTRODUCTION

Christchurch Polytechnic Institute of Technology (CPIT) is the largest South Island ITP (Institute of Technology and Polytechnic). The institute has two centrally located large campuses in Christchurch and a number of smaller learning centres around Christchurch. 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 25,000 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 (CPIT) also provides a place of belonging for those wanting to engage in te ao Māori or Fale Pasifika.

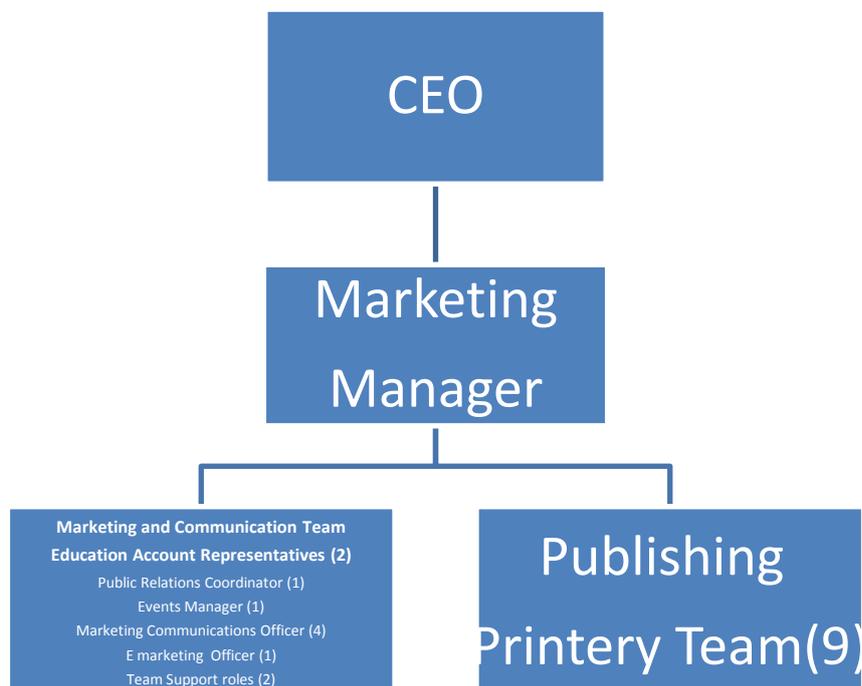
Over 1,500 staff teach and support learning in vocational programmes and courses across a comprehensive range of career and subject areas at varying levels from foundation to degrees, graduate diplomas, diplomas and certificates to short term modules and courses customised for business, industry or special 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.

## STAKEHOLDER ENGAGEMENT TEAM (SE Team)

The Education Account Representative (Youth Liaison) is part of the Stakeholder Engagement Team, which sits within the wider Marketing Team. The SE team's primary objective is to influence student recruitment by engaging with external Stakeholders in a variety of ways to promote and reinforce CPIT's position as a "better way of learning" for applied and vocational learning. The EAR Youth Liaison role is an integral part of this dynamic team that focuses on building partnerships that deliver recruitment opportunities to CPIT.

## ORGANISATIONAL STRUCTURE



**PRIME FUNCTION/PURPOSE OF THE JOB**

To represent and promote CPIT primarily to the secondary school market, with the aim of influencing and achieving growth in the recruitment of CPIT students. This will be achieved through the effective development of relationships within the Youth market and their influencers and includes effective liaison with: school students, school leavers, their parents, teachers, careers advisors, school principals, industry partners, community group leaders, government agency staff and other tertiary liaison staff.

**DELEGATED AUTHORITY AND RESPONSIBILITIES**

Financial: Nil  
 Human Resources: Delegation level 600 on the Human Resources Delegation Schedule.  
 Other: Management of projects within agreed annual budgets

**PROFESSIONAL PROFILE**

<b>ESSENTIAL</b>	<b>PREFERRED</b>
<p><b>Education/Qualifications/Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualified or equivalent industry experience in working with Youth</li> <li>• Awareness of interests and issues regarding youth tertiary education</li> <li>• Current driver’s license</li> </ul>	<ul style="list-style-type: none"> <li>• Any qualification / experience relating to sales, business development, project management, student or youth liaison.</li> <li>• Knowledge of NZ Education Policy</li> </ul>
<p><b>Experience/Skills</b></p> <ul style="list-style-type: none"> <li>• Ability to work autonomously, as well as in a team context on collaborative projects</li> <li>• Excellent communication skills                             <ul style="list-style-type: none"> <li>○ Proven public speaker / presenter</li> <li>○ Effective written &amp; listening skills</li> </ul> </li> <li>• Confident, positive and proactive</li> <li>• Ability to create and identify opportunities for recruitment</li> <li>• Solutions / opportunities focused</li> <li>• Strong relationship management capability                             <ul style="list-style-type: none"> <li>○ Commitment to customer service and understanding of systems and techniques that deliver service quality to clients</li> <li>○ Project management capability</li> <li>○ Facilitation</li> </ul> </li> <li>• Effective time management                             <ul style="list-style-type: none"> <li>○ Ability to prioritise</li> </ul> </li> <li>• Proven organizational / project planning and / or event management</li> <li>• Excellent interpersonal skills – confidence in relating professionally to a wide range of people including a variety of ages, corporate leaders, people of different cultures and social backgrounds.</li> <li>• Ability to motivate and inspire others</li> </ul>	
<p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• Will have proven ability in relating to Youth market, ie. teacher / tutor / coach / careers advisor / liaison</li> <li>• A natural “people person” – ability to relate and connect with others, ability to work within a team context</li> <li>• Professional attitude and personal integrity</li> <li>• Structured approach to managing time and resources</li> <li>• Is willing to commit to CPIT staff profile which focuses on students; learning and teaching;</li> </ul>	

<p>innovation, flexibility and continual learning; research; biculturalism; internationalisation; disability awareness; environmental awareness and sustainability; health and safety; IT literacy.</p>	
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<b>KEY FUNCTIONAL RELATIONSHIPS</b>	
<p>Reports to: Marketing Manager</p> <p>Internal</p> <ul style="list-style-type: none"> <li>• Education Account Representative (Community Liaison)</li> <li>• Events Manager</li> <li>• PR Co-ordinator</li> <li>• Marketing &amp; Communications Team</li> <li>• Faculty Deans</li> <li>• Heads of School</li> <li>• Programme Leaders</li> </ul>	<p>External</p> <ul style="list-style-type: none"> <li>• High School Students and other youth communities</li> <li>• School Careers Advisors</li> <li>• Community Group Leaders</li> <li>• Government Agency Staff / Action Works / CDC</li> <li>• Key influencers eg parents</li> </ul>

<b>KEY TASKS</b>	<b>EXPECTED RESULTS</b>
<ul style="list-style-type: none"> <li>• 80% of this role will be spent out of the office to strengthen existing relationships and develop new relationships, giving presentations to schools and various youth and community organisations, attending expo's and events nationwide.</li> <li>• Manage using a sales territory model. Although focused largely on the Canterbury region, the role necessitates some travel throughout the South Island in a Company provided vehicle and also requires attendance at relevant North Island Events.</li> <li>• Give presentations, with some interactive component where appropriate, to large and small audiences, with flexibility to adapt to changing audience situations.</li> <li>• Build strong &amp; effective external relationships to influence student decisions regarding tertiary education provider choice.</li> <li>• Develop strong &amp; effective internal relationships to identify opportunities to promote and support various CPIT course options.</li> <li>• Ensure regular, effective and consistent communication with all clients, and commission appropriate communication and promotional material in collaboration with the wider marketing team.</li> <li>• Maintain current knowledge of CPIT programmes, services and alternatives.</li> <li>• Provide appropriate course and other information to potential students or client groups.</li> <li>• Plan, co-ordinate and participate in agreed promotional and sales initiatives, including CPIT tours.</li> <li>• Maintain appropriate records and effective administration systems</li> <li>• Work closely with customer service representatives to facilitate and finalise enrolments</li> <li>• Identify new opportunities, and work</li> </ul>	<ul style="list-style-type: none"> <li>• Increased quality recruitment leads</li> <li>• Raise CPIT's profile so the institution is seen as the preferred tertiary provider for applied learning in Canterbury.</li> </ul>

<p>collaboratively with the wider marketing team to develop proposals and implement plans for new recruitment activities within Youth market.</p> <ul style="list-style-type: none"> <li>• Represent CPIT at key events, expos and committee involvement as directed by the Marketing Manager.</li> </ul>	
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**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**.

**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 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.

**6. Equal Opportunities Employer**

CPIT is committed to equality and diversity and makes a determined effort to develop an inclusive environment to achieve a balanced gender representation and increase the number of Maori and other under represented groups on staff. We are an active provider of opportunities for differently abled people and

recognise that all staff, are not only our employees, but have multi faceted lives that from time to time may require flexibility from CPIT to assist in meeting their other commitments.

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## **APPLICATION DETAILS**

Applications for appointment are accepted through our online recruitment system.

Position Title: **Education Account Representative: Youth Liaison** Ref: **DR 4044**

**Applications Close  
8 January 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.*