

**PR Manager**

**Position:** Permanent; full time  
**Grade and Salary:** Grade 7 salary range \$52,703 - \$62,004

**BACKGROUND INFORMATION**

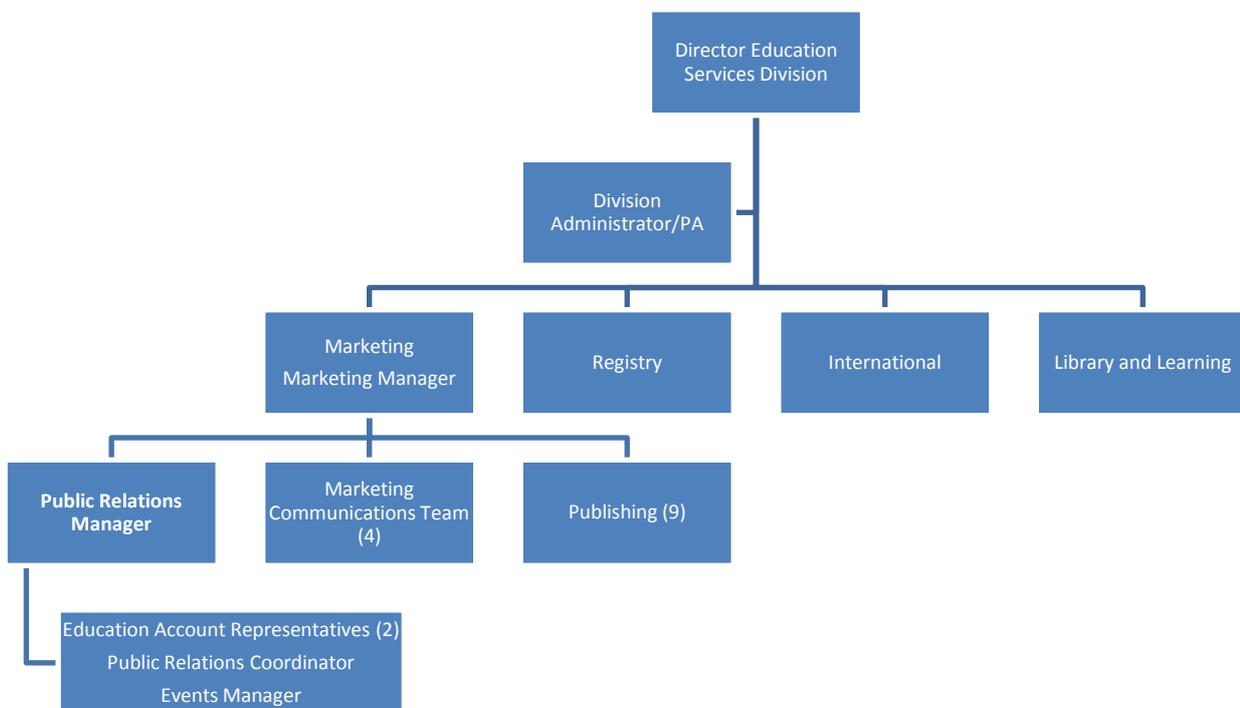
Christchurch Polytechnic Institute of Technology (CPIT), the largest South Island Polytechnic and one of Canterbury’s three major tertiary institutions, is located in the centre of Christchurch city with an additional campus in Opawa. Emphasis is on “applied” learning where theoretical education is combined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

**ORGANISATION STRUCTURE**



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 OBJECTIVE OF THE POSITION

To support the development of CPIT's profile and reputation through leadership in PR and communications, support for stakeholder engagement, relationship management, and student recruitment activity

## DELEGATED AUTHORITY AND RESPONSIBILITIES

Financial	To be confirmed
Human Resources	Involvement of recruitment, selection and development of staff in consultation with the Marketing Manager
Other	Nil

## PROFESSIONAL PROFILE

### Essential

### Preferable

#### Education/Qualification

- PR/Communications qualification
  - Management training
- Management qualification
  - Marketing qualification

#### Skills/Experience/Knowledge

- At least 3 years experience as public relations practitioner
  - Experience in a large public sector organisation
  - Management/ supervision experience,
  - Experience in making things happen –an outcomes focus
  - Risk/Issues Management
- 5 years experience as communications/PR practitioner
  - Sales/Services/Business development experience
  - Communication for new media change management
  - Understanding of and empathy for the tertiary education sector

#### Personal Attributes

- Able to translate strategy into operational context
  - Down to earth and positive
  - Solution focused
  - Personal integrity
  - Ability to resolve conflict/negotiate
  - Assertiveness and personal confidence
  - Robustness and high level of personal resilience in situations of ambiguity
  - Excellent verbal and written communicator – ability to build effective relationships at all levels across the organisation
  - Proven ability to provide detailed operational management support during change processes
- Innovative thinking
  - Business acumen

## FUNCTIONAL RELATIONSHIPS

### Internal

- Heads of School
- Programme Leaders
- Faculty Management
- Advice for CEO as required

### External

- Media agencies
- Stakeholders
- Students

## KEY TASKS

- Supervise a team of 4 (PR Co-ordinator, Event Manager and 2 Ed Account Reps) – build team capability, productivity and morale
- Work with the team to design and oversee the

## EXPECTED OUTCOMES

- A collaborative team that understands and is working together towards the organisational vision, with the rest of the marketing team and key stakeholders
- Stakeholders understand the CPIT story and how

- support of communication campaigns, and to integrate events, communication and liaison activity in line with the wider marketing and brand strategy
  - Advise on stakeholder engagement and communications issues
  - Manage communications projects, e.g. publications, InfoWeb
  - Coordinate media enquiries for CPIT and first point of contact (non-CEO enquiries); media pitching.
  - Developing CPIT's position on issues with Marketing Manager
  - Deliver key stakeholder engagement strategy initiatives such as sponsorship, stakeholder joint ventures
  - Develop policies and procedures that support best practice communication, engagement and relationship management
  - Deputise for Marketing Manager as required
- to engage with the organisation
  - The delivery of on-time, on-budget communication solutions fit for purpose
  - Well-framed key messages
  - Relationships are leveraged to CPIT's and stakeholders' mutual benefit
  - People at CPIT understand communication and stakeholder engagement

**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. It is 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 Manager – Marketing.

**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/Communications Team Leader**

**DR3220**

Applications should be addressed to:

Senior HR Advisor

Christchurch Polytechnic

Institute of Technology

P O Box 540

Email: [hr@cpit.ac.nz](mailto:hr@cpit.ac.nz)

Phone: 03 940 8623

Fax: 03 940 8616

***Applications Close  
Wednesday 5 November 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.*