

JOB DESCRIPTION

Education Services Division



Marketing Administrator

Position: Full-time (37.5 hours per week)
Grade and Salary: Grade 4; salary range \$35,333 to \$41, 569

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 – the success of which is born out by the number of employers who prefer CPIT-trained employees.

CPIT welcomes approximately 30,000 student enrolments each year including both full and part-time, domestic and international, professional, paraprofessional or 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 the Māori world or Te Whale Pasefika.

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 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.

The marketing workgroup is a diverse, busy group of people who manage the organisation's internal and external promotion, communication and positioning. We are a relatively new team currently building our capability to support wider organisational change, in a fast-paced and challenging market. 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.

PRIMARY OBJECTIVES

- Provide professional PA support to the Marketing Manager and secretarial support to the team
- Create, develop and monitor admin processes that:
 - enable the marketing team to achieve its goals in a professional, cost-effective and results focused manner
 - support the marketing manager to be effective in leading the team to deliver excellent marketing solutions to internal and external stakeholders
- Build a streamlined administration infrastructure that enables the team to work together in an integrated way
- Add value through your knowledge of administrative systems that support and encourage productivity and smooth workflow

PROFILE

The successful applicant will have:

- Excellent secretarial and administrative skills including proven technical experience in current computer software packages, including Microsoft 2007
- Proven experience in a secretarial/personal assistant role
- Proven organisational and planning skills, to effectively deliver timely solutions
- High standards of confidentiality and personal integrity
- Initiative and personal leadership; a positive attitude
- Effective communication skills and interpersonal skills
- Sound written language and proof reading skills

- Cultural sensitivity and awareness
- Capacity to build successful working relationships with internal and external stakeholders
- Experience with effective office and support systems
- Ability to cope with change and the stresses of a demanding job and the ability to multitask
- Professional approach and enthusiasm to progress and deliver the CPIT Marketing 'vision'

RESPONSIBLE TO

Marketing Manager

Note: Some duties will be allocated by the Education Services Division Administrator (up to 0.3 FTE)

RELATIONSHIPS WITH

- Marketing Manager and the Marketing Team
- Education Services Division Administrator
- Education Services Division Secretarial & Administrative Support staff
- Key Faculty and Administration staff

KEY TASKS

Administrative & Secretarial

- Provide confidential and high quality PA support to the Marketing Manager.
- Develop efficient systems to ensure the Marketing team receives professional administrative, organisation and secretarial support.
- To facilitate and develop effective workflow practice within the Marketing Team
- Appropriate support for the planning and documentation of meetings
- Research and collate information as required, including preparation of material for meetings.
- Screen phone calls and mail; follow up on messages and correspondence as required.
- Provide support for specific projects as required.
- Produce accurate and professional correspondence and other documents in a timely fashion.
- Spreadsheet and database – provide data entry and produce reports as required.
- Develop and maintain filing systems and keep policy manuals updated
- Produce annual leave planners and prepare time sheets.
- Diary and travel management for Marketing Manager and team
- Meet and greet visitors to the Marketing Manager and provide hospitality as appropriate.
- Proactively suggest improvements to administrative systems and processes within the Marketing and Communications area and the wider Education Services Administration as appropriate.
- Assist with additional division administrative support tasks as required (for example, reconciliation and processing of credit card statements, telephone accounts, computer recharge etc).
- Undertake delegated tasks for the Division Administrator during times of absence or at other times as required.
- Monitor reports from the Finance, IT and Facilities Management Divisions and action any adjustments necessary.
- Process and distribute invoices.

Marketing Support

- Create and develop effective workflow management processes throughout the Marketing Team
- Provide framework for supporting and achieving CPIT objectives specifically through support to Marketing Manager and facilitation within the Marketing team
- Engagement and liaison with internal and external stakeholders through all mediums of communication to build and develop CPIT relationships
- Undertake project management for key issues when appropriate

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 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 March 2001 – 31 March 2003) 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:

Marketing Administrator

Ref No: DR3055

Applications should be addressed to:

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

Email: hr@cpit.ac.nz
Phone: 03-9408623
Fax: 03-9408616

And forwarded in person, post, email or fax.

***Applications Close
Monday 10 March 2008***

The standard application form attached 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 applicants' own style including a curriculum vitae and particular references to the job description and personal profile are welcomed.