

Marketing Communications Officer



Position: Full-time Permanent
Salary: Grade 6: \$46,583 - \$54,804 (Appointment Range)

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.

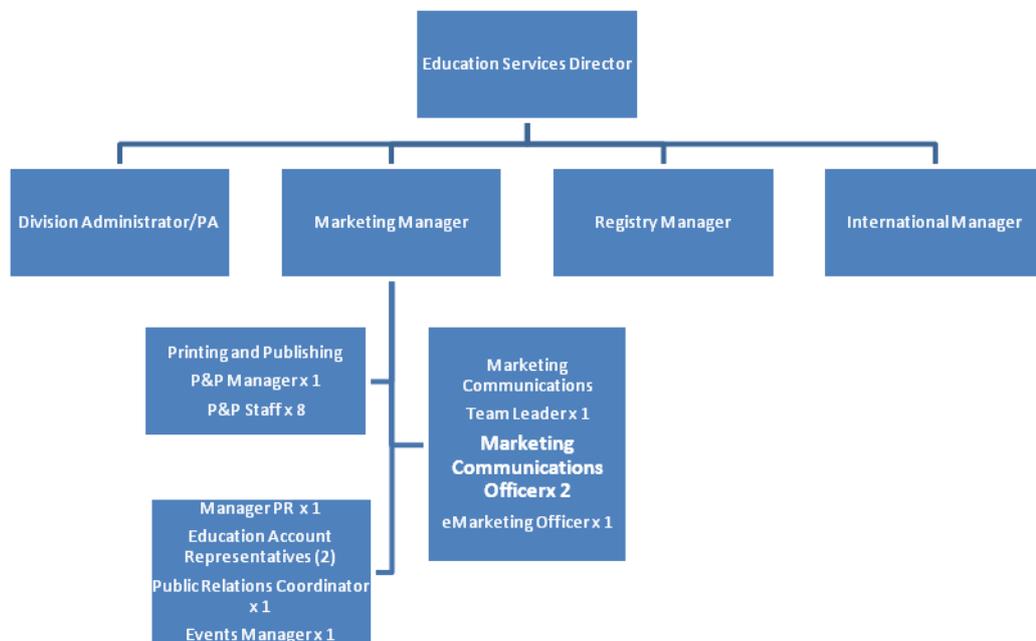
CPIT welcomes approximately 25,000 student enrolments each year including both full and part-time, domestic and international, professional, paraprofessional and trades focussed. Students and staff of a myriad nationalities attend throughout the year during the day, evening or weekend. Te Wānaka o Ōtautahi provides a place of belonging for those wanting to engage in te ao Māori or Fale Pasifika.

Over 1500 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, employees and our region makes CPIT a dynamic and engaging place in which to work.

MARKETING DIVISION

The Marketing Communications Officer (MCO) is part of the Marketing Team and will work within a selected set of campaigns to develop and share programme/course information, and to ensure all current and new programmes are marketed accurately and appropriately to maximise student understanding and recruitment.

ORGANISATION STRUCTURE



DELEGATED AUTHORITY AND RESPONSIBILITIES

Financial: Nil
Human Resources: Nil
Other: Nil

PRIME FUNCTION/PURPOSE OF THE JOB

To work co-operatively within the Marketing team, and the wider division, with faculties and with external agencies to generate enquiries from the target audience. To ensure all marketing communications are clear and effective.

PROFESSIONAL PROFILE

ESSENTIAL
Education/Qualifications/Knowledge:
<p>Experience/Skills</p> <ul style="list-style-type: none"> • Formal knowledge of marketing, a qualification preferred • Skills in translating current marketing knowledge and theory into sound practices • Excellent written and oral communication skills. • Organisational and planning skills. • Some experience in facilitation and negotiation activities. • Appropriate computing skills (including MS Office and Internet) • Demonstrated commitment to customer focus. • An understanding of a learning environment is important; some institutional knowledge would be an advantage.
<p>Personal Attributes:</p> <ul style="list-style-type: none"> • The ability to work co-operatively within a team, and with diverse groups. • An energetic and pro-active disposition. • The ability to attend to detail and accuracy as well as see the bigger picture. • Commitment to meeting the expectations outlined in the CPIT employee profile which encompass bicultural, international, disability and environmental awareness; a focus on students, teaching and learning; health and safety.

KEY FUNCTIONAL RELATIONSHIPS	
<p>Internal</p> <ul style="list-style-type: none"> • Marketing team (Student recruitment, e-Marketing, Communications, event management, printing & publishing) • Heads of Schools/Programme Leaders • Other faculty and divisional staff 	<p>External</p>

KEY TASKS
<p>Marketing/Promotional Planning</p> <ul style="list-style-type: none"> • Develop and implement marketing/promotional plans for each campaign in consultation with the Marketing Team Leader, Marketing Manager, other team members, Heads of School/Programme Leaders, and the advertising and media agencies. • Monitor and share the effectiveness of each campaign, revising as necessary. • Administer, monitor and reconcile allocated campaign budgets, in consultation with Marketing Team Leader and faculty staff.
<p>Implementing Marketing plans</p> <ul style="list-style-type: none"> • Work with schools, Printing and Publishing Unit (PPU), and relevant divisional staff, to generate accurate, consistent and detailed programme/course and promotional information. • Work with the Web Marketing Officer to ensure offline and online marketing plans are fully integrated. • Where appropriate author quality promotional material. • Communicate and support other campaign strategies. • Be responsible for the commissioning and availability of published promotional matter in all appropriate media (within available resources)

- Use mass advertising, internet marketing, direct marketing and public relations as appropriate.
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Support product knowledge and product development

- Facilitate the sharing of programme/course and other information across the division as a whole, with a particular focus on the required knowledge base of the customer relations team.
- Assist with data collection for market research.

Public Relations and events

- Represent CPIT professionally in selected promotional activities (e.g. Information sessions, Open Day)
- Provide support to students during periods of peak enrolment activity.
- Work with the Communications Officer to ensure appropriate press releases and PR opportunities are capitalised upon for both external and internal audiences.

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.

APPLICATION DETAILS

Applications for Appointments – Allied Staff forms must be marked:

Marketing Communications Officer

Ref No: DR 3395

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
12 November 2008***

The standard application form provides CPIT 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.