

POSITION DESCRIPTION

TITLE OF POSITION Marketing Coordinator	0.5 FTE	SERVICE AREA Academic Support
REPORTS TO Academic Dean	LAST REVIEWED 29 January 2025	

PURPOSE

The Marketing Coordinator will have oversight of marketing for the Institute. They will work closely with marketing personnel within the Schools of Teacher Education and Social Practice to develop, initiate and action a marketing plan, which includes engagement strategies with students and stakeholders in agile, responsive and innovative ways that support the vision, mission and values of BTI.

KEY RELATIONSHIPS

Internal:	Kaiarorangi Principal Academic Dean / Director of Engagement and Development Executive Assistant Marketing personnel within the Schools Pou Tikanga and Te Rōpū Whakatere Head of Postgraduate Studies Heads of School of Social Practice Head of School of Teacher Education Dean of Research Team Leader, Academic Support Head of Administration Administrators for the Schools Programme/Professional Leads within Schools IT Systems Administrator Applications Administrator BISA Student Representatives
External:	Contractors and suppliers of advertising, print, design, editorial and media services Approved international agencies

KEY ACCOUNTABILITIES

Key responsibilities

- Coordinate marketing within BTI
- Develop, with designated staff from the Schools of Teacher Education, Social Practice and Postgraduate Studies, a marketing plan that includes strategies, key tasks, timelines, and responsibilities aligned to BTI's strategic plan
- Provide marketing support for institutional promotional events and initiatives
- Actively contribute to the Christian ethos and culture of BTI in modelling behaviour consistent with that culture, ensuring the marketing plan and corresponding strategic actions reflect BTI's mission and vision, including Te Tiriti informed practice.

Outcomes

- BTI has a workable, measurable and implemented marketing plan, which reflects the Christian ethos and culture of BTI, including Te Tiriti informed practice.
- There are multiple targeted, relevant and professional marketing campaigns each year.
- BTI's brand and profile stays positively in front and at the cutting edge of the digital world, as measured by increased prominence in online searches and increased user engagement across multiple social media platforms.
- Communications with students and staff are clear, relevant and timely and in accordance with BTI's brand guidelines and communications strategy.
- BTI's visibility and brand awareness are measurably promoted.

Develop and Deliver Marketing Campaigns

Key responsibilities

- Work collaboratively with other relevant staff within the Institute to create, implement and manage integrated marketing plans. This includes developing and implementing a marketing plan in conjunction with Schools, programmes and the Executive Leadership Team which support BTI's values and strategic direction
- Oversee editing and updating of BTI's website.
- Work with external suppliers including digital marketing platforms, printers and programme partners (schools, churches and agencies) to create, manage and evaluate advertising.
- Help develop and run international digital marketing campaigns, including evaluation, planning, purchasing and delivery of digital advertising.
- Help develop creative assets for digital advertising and other digital marketing channels, such as social media, email, SMS.
- Monitor social media to identify trends, market intelligence and opportunities for proactive engagement.
- Oversee all social media platforms, create monthly/yearly content plans and provide monthly reporting to inform the Executive Leadership Team of performance.
- Develop a working understanding of BTI's CRM, in order to produce email campaigns throughout the year.
- Ensure that the content produced is appropriate to the intended audience through consultation with colleagues, students and stakeholders.

Outcomes

- High quality marketing campaigns are delivered, all digital marketing campaigns are produced on time, to budget and on brand.
- Social media channels are being utilised to increase student engagement and community.
- There is increased activity through social media and engagement metrics improve.

Photoshoots and Video Production

Key responsibilities

- Co-ordinate on and off-campus photoshoots, with external and internal suppliers
- Coordinate the production of promotional videos, with external and internal suppliers.

Outcomes

- Photoshoots are managed in a timely manner and on budget, producing images that are of a high quality and fit for purpose.
- Promotional videos are produced on budget, and as per the briefs.
- Photos and videos reflect values and brand of BTI, capture elements of Te Tiriti informed practice, as well as being accessible to and supporting a diverse student community.

Events

Key responsibilities

- Support and facilitate important promotional events for BTI including, for example, careers expos, high school visits, lectures and information evenings.
- Ensure events align with strategic direction, brand and values of BTI.

Outcomes

- Key events have increased engagement and support from within BTI and its student community.
- Events contribute to increased enrolments and enquiries.

Relationship Management

Key responsibilities:

Build and maintain effective working relationships within BTI and the wider CET community including Bethlehem College schools, programmes, support services and with the BTI student body to ensure understanding of current marketing activities, opportunities and developments.

Outcomes

- Effective relationships are developed.
- Student voice and community development are supported, as per strategic plans

Project Management

Key responsibilities

Manage, coordinate and contribute to marketing related projects and events as required.

Outcomes

Projects achieve their objectives.

Health And Safety

Key responsibilities

Be able to demonstrate actions in an emergency situation that are specific to the workplace and are designed to keep the individual safe.

Outcomes

- Knowledge and understanding of the importance of health and safety is gained.
- Any other duties as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.

Competencies

Customer focus	Understands and believes in the importance of customer services; listens to and understands the needs of internal and external customers; displays a professional, courteous and empathetic approach; considers equity and diversity issues in interactions; meets and exceeds clients' needs to ensure satisfaction.
Self-management	Effectively plans and organises work to achieve desired outcomes; proactive, remains focused, takes action to overcome obstacles and follows through to completion.
Integrity	Is fair, open, honest and consistent in behaviour and can be relied upon; is receptive to Māori, Pasifika and multicultural issues; generates confidence in others through professional and ethical behaviour.
Agility	Can adapt to change quickly, successfully operating where contexts may be ambiguous or not all information is fully known; is flexible in prioritising work.
Innovation	Questions the way things are done; encourages discussion, free debate and generation of creative ideas and solutions; learns from past mistakes; generates new and creative ideas to improve the status quo.
Communication	Clearly and concisely communicates with a wide range of people in all situations, both orally and in writing; effectively listens; understands cultural differences in regard to communication.
Analysis and judgment	Identifies and analyses issues and problems, considers alternatives, makes sound decisions and commits to a course of action.
Relationship building	Builds and maintains positive and productive working relationships and networks; consults widely; is sensitive toward different peoples and cultures.
Strategic thinking	Understands the big picture and is forward thinking; seeks and accepts challenges and opportunities; develops and communicates a clear, inspiring and relevant direction.

Essential

- Proven experience in a professional marketing role or similar
- Previous experience in the use of digital marketing and social media tools
- Proficient in photo and/or video editing tools, Excel, Word, PowerPoint, Adobe Creative Suite, Content Management Systems (CMS), AI
- Proven ability to communicate effectively and deliver high quality written work in English
- Demonstrated experience of developing and maintaining effective relationships
- A creative flair, with an eye for detail
- Previous experience in project management or coordination

Desirable

- A relevant qualification
- Knowledge of the tertiary education market in New Zealand
- International experience
- Knowledge of multimedia applications
- Fluency in a language other than English.

29 January 2025