

Marketing Coordinator ~ Bethlehem Tertiary Institute

Fixed Term, Part time (at least 0.5 FTE)

If you have a heart and passion for expanding a Christian organisation's footprint, working within the tertiary sector and collaborating across stakeholders to develop and implement a cutting-edge marketing plan, then we would love you to apply now to join the team at Bethlehem Tertiary Institute (BTI) in Tauranga.

BTI is seeking a capable Marketing Coordinator, with a background in marketing and/or communications, who will have responsibility for oversight and operation of marketing for the Institute. You will work closely with staff within the Schools of Teacher Education, Social Practice and Postgraduate Studies to develop, initiate and action an annual marketing plan, which includes engagement strategies with students and stakeholders in agile, responsive and innovative ways that support the vision, mission, values and strategic plan of BTI.

As an outstanding communicator, you will be expected to develop and deliver timely, relevant, innovative and targeted marketing strategies and campaigns, oversee production of photos, videos, social media posts across multiple platforms, website updates, and other publications that increase BTI's visibility and brand awareness, provide marketing support for institutional events and initiatives, administer and coordinate internal communications, and ensure consistency across marketing collateral.

BTI is a Category One private tertiary provider registered, approved and accredited with the NZQA to deliver professional qualifications in teaching, social work and counselling as well as postgraduate qualifications in responding to trauma, professional practice and leadership. We are relational, supportive and committed to our chosen fields of expertise. Working collegially, we collaborate in and across teams and affirm, enable and empower our people so that they can grow. BTI focuses on growing great hearts and minds and our people are at the heart of everything we do.

For this role you must demonstrate a wholehearted embracing of BTI's vision to be 'a faithful expression of the Kingdom of God on earth' and to its community values: a Biblical worldview as formational, strength-based missional service, Te Tiriti informed practices, personal and professional inquiry and integration, a welcoming inclusive learning environment and contributing to community.

BTI is set within beautiful, landscaped grounds in the sunny and beautiful coastal Bay of Plenty, where opportunities abound for both development and recreation. As the Marketing Coordinator at BTI, you will enjoy being part of a team of supportive colleagues who are relational, collaborative and supportive.

It's not every day a career opportunity like this arises.

Join us and be a part of who we are, positively influencing Aotearoa and beyond.

Please apply via the SEEK website (a copy of the Job Description is available at www.bti.ac.nz)

Applications close at 5:00pm, Friday, 21st February 2025 and should include a brief CV and covering letter.

For enquiries regarding the role, email Kaiarorangi Principal, Dr James Arkwright c/o p.pratapsingh@bti.ac.nz.