

## Position Description: Marketing Co-ordinator

Kaiwhakahaere   Manager	<b>Head of Marketing &amp; Communications</b>
Te Wāhi Noho   Location	<b>Wellington</b>
Te Rā   Date	<b>October 2024</b>
Whakapānga Tuatahi   Direct reports	0
Ngā Hononga Mahi   Working relationships	Internal: BCITO employees nationally External: External Stakeholders

## He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, haere mai, whakatau mai

BCITO is a business unit within Te Pūkenga (New Zealand Institute of Skills and Technology).

Te Pūkenga supports a world-class vocational and on-the-job learning system for Aotearoa New Zealand that brings together the strengths of in-work, online and on-campus learning. It is responsible for ensuring equity and excellence in vocational education. Its key priorities are improving outcomes for Māori and Māori communities in collaboration with Māori and iwi partners and stakeholders; improving the consistency of vocational education and training; meeting the needs of the regions of New Zealand and their learners, industries, employers, and communities; ensuring that every learner receives what they need to be successful and improving vocational education outcomes.

As New Zealand's largest provider of building and construction trade apprenticeships, BCITO is committed to the development and training of people joining and working in the building and construction sector. The collaborative and positive working relationships that we have with the 16 industries that we represent are central to our success. We continually look to improve our service to the industries, so their needs are effectively met.

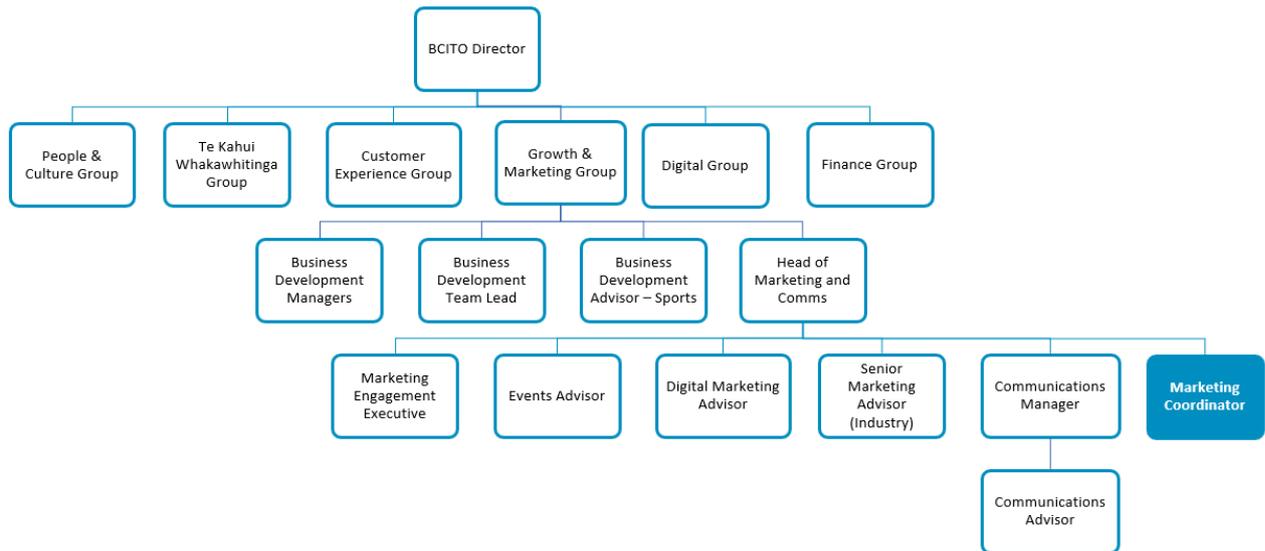


### Vision and Values

We are a group of passionate people, with our 'essence' encompassed by our Vision and Values.

We recognise that the success of BCITO is linked to the performance, capability, and well-being of our people. We offer our people competitive remuneration, great career training and development opportunities, excellent employee-support benefits and flexible working conditions.

## Te Tū Whakahaere | Reporting structure



## Te Kaupapa | Purpose

The key purpose of the Marketing Coordinator Position is to provide support and coordination across BCITO's marketing and communication functions, which includes a variety of initiatives. The role requires someone who is based in the National Office in Wellington, working from the office.

## Ngā Whāinga Matua | Key responsibilities

### Marketing Coordination

- Coordinate promotional activity in consultation with other parts of the marketing & communications team.
- Coordinate specific promotional and advertising campaigns.
- Support senior marketing staff in coordination of initiatives.
- Marketing communication coordination across a range of publications and digital channels.
- Coordinate Apprentice of the Year awards.
- Support and oversee BCITO's social media and website function.
- Coordinate BCITO's promotional merchandise stock and distribution.
- Manage and support merchandise distribution and supply of collateral.

### Marketing & Communication

- Support BCITO's corporate communication function, by running background checks, sourcing talent and at times carrying out coordination for any filming or interview.
- Source industry-relevant stories.
- Assist Digital Advisor in making sure all web content is relevant.
- Managing the Marketing & Communications Team page on The Hub (SharePoint).
- Assisting senior team member with content for the likes of social media, web, publications, collateral.
- Assist with any booking for publications.

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## Event Administration

- Assisting with any events which BCITO participate in or manage.
- Managing lists for invites and RSVPs, including pulling lists from CMS.
- Following up RSVPs via phone call.
- Organising some smaller events.
- Courier of brochures, equipment and ensuring availability of branded expo gear.
- Ordering catering.
- Assist with overseeing of promotional collateral and other event-related documents and briefs.
- Attend meetings with agencies if required.
- Attend events when required.
- Setup and pack-down of meeting rooms and venues.

## General Marketing Support

- Mail-outs and courier.
- Managing of storage shed.
- Ordering online brochures.
- Selecting images from the marketing share drive.
- Digital asset and database maintenance.

### Note:

The above responsibilities are not exclusive. The incumbent may be expected to undertake other reasonable duties and accept additional reasonable responsibilities at the discretion of management. At times travel outside of Wellington will be required or work outside of normal work hours.

Depending on the region, some overnight travel may be a requirement.

## Health & Safety and Company Information

Always carry out the requirements of the position safely while supporting the organisation's environment, of promotion and adherence to Health & Safety policies and procedures by all employees.

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## Mōu | Person specifications

### Knowledge, Skills and Experience

- 1-2 years marketing experience.
- A tertiary qualification in marketing, communications or business.
- Strong administration experience working for a team.
- Excellent customer service skills.
- Strong communication skills both written and oral.
- Strong planning and organisational skills.
- Attention to detail.
- The ability to get along with a wide range of people.
- A can-do, proactive attitude with a demonstrated ability to foster this in others.
- The ability to work both autonomously and as an active team member.
- The ability to prioritise and deliver on tight timeframes, with flexibility to meet competing priorities.
- Good levels of IT literacy.

### Desirable

- Current full driver's licence.
- Experience in the use of the Adobe Creative suite.

**Signed by Marketing Co-ordinator**

**GM Marketing & Growth**

**Date:**

**Date:**