

Position Description: Marketing Coordinator

Kaiwhakahaere Manager	Head of Marketing
Te Wāhi Noho Location	Wellington
Te Rā Date	October 2026
Whakapānga Tuatahi Direct reports	0
Ngā Hononga Mahi Working relationships	Internal: BCITO employees nationally External Stakeholders, Industry External: Associations, promotional material providers

He mōhiotanga mō BCITO | Introduction to BCITO

Nau mai, haere mai, whakatau mai.

BCITO Limited is New Zealand's largest provider of building and construction trade apprenticeships. We are industry owned and led, and report to Construction Skills New Zealand (CSNZ).

At BCITO, our purpose is clear and our impact powerful. We manage apprenticeships and training for the building and construction sector. Our programmes are designed to be straightforward for learners and workable for employers. Because each trade has its own rhythm, risks and requirements, we build full, end-to-end programmes with wraparound support, so an apprentice can progress from their first day on the job to being fully qualified, and an employer can grow capability on site without slowing the job.

BCITO's difference is focus and follow-through. We ensure the breadth and depth of our programmes meet industry needs and stay close to both learner and the employer to support their journey. Our qualifications are robust because we work with NZQA and TEC; our delivery is practical because we build it with industry and our outcomes are strong because we measure them, learn and improve. That is why employers stay with us, why apprentices recommend us, and why we continue to be New Zealand's provider of choice for work-based learning in the construction trades.

Looking ahead, we remain committed to stability for learners and employers as vocational education evolves. Our aim is to make the system simpler to navigate, quicker to respond to new methods and materials, and more supportive of people finishing well.

In a sector that builds homes, schools, hospitals and workplaces, people are the critical infrastructure. **At BCITO, we are building people who are building people**, and that is how New Zealand builds its future.



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.

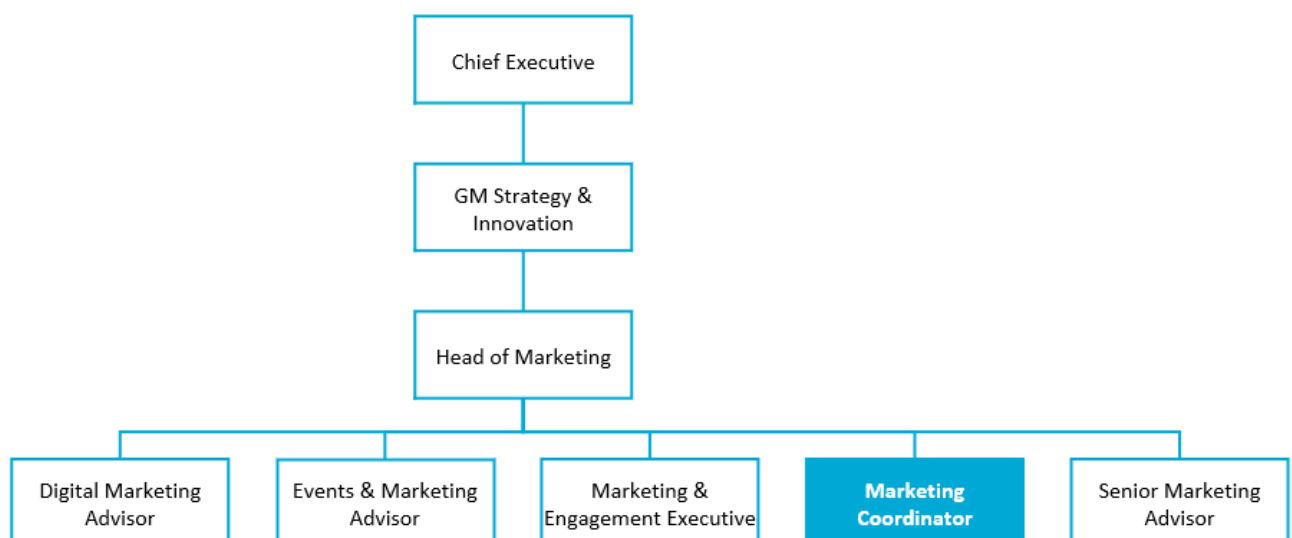
Te Kaupapa | Purpose

The purpose of this role is to provide coordination and operational support across BCITO's marketing, brand and event activities.

The role supports the effective delivery of marketing initiatives, projects and events, while maintaining marketing resources, digital assets, collateral, merchandise and internal content platforms.

Working within the marketing team, the role assists with content sourcing, stakeholder coordination, due diligence checks, website content administration and event delivery. The role is also responsible for maintaining accurate records and databases, coordinating requests for the use of BCITO brand assets and recognition seals, and ensuring supporting processes and documentation are managed efficiently.

Te Tū Whakahaere | Reporting Structure



Ngā Whāinga Matua | Key Responsibilities

Merchandise and Collateral Coordination

- Manage BCITO's promotional merchandise programme, including stock control, ordering, distribution and supplier liaison.
- Coordinate the production and distribution of brochures, publications, exhibition materials and branded resources.
- Ensure marketing collateral remains current, compliant and aligned with BCITO brand standards.
- Manage storage and inventory of promotional materials and event resources.

Marketing Support

- Support the Marketing and Communications team with talent sourcing, background checks, due diligence and participant coordination for marketing campaigns, publications, case studies, photography and video projects.
- Coordinate consent documentation, approvals and stakeholder communications for marketing activities.
- Assist with industry story sourcing and the identification of apprentices, employers and stakeholders suitable for communications opportunities.
- Coordinate publication bookings, advertising placements and supporting administrative requirements.
- Provide general communications support across internal and external channels as required.

Digital and Content Coordination

- Maintain and update the Marketing area on The Hub (SharePoint), ensuring content is accurate, accessible and up to date.
- Assist with digital content management across BCITO platforms when required.
- Support database accuracy and maintenance across marketing-related systems and records.
- Ensure digital resources are appropriately stored, tagged and archived.

Event Coordination and Administration (Approximately 30%)

- Coordinate marketing and communications requirements associated with internal and external events.
- Support the Customer Engagement team with the coordination of event materials, collateral, promotional merchandise and brand requirements.
- Manage invitation lists, registrations and event administration where required.
- Coordinate logistics including venue requirements, catering, printed materials and courier arrangements.
- Support the delivery of internal staff events, leadership forums and other organisational initiatives.
- Attend events when required to provide coordination and brand support.

Brand Governance and Asset Management

- Act as a key custodian of the BCITO brand and associated assets.
- Manage requests for use of BCITO logos, trademarks, brand assets and recognition seals, including verification that applicants meet BCITO criteria and brand usage requirements.
- Maintain accurate records of approved users and undertake ongoing compliance checks where required.
- Manage and maintain BCITO's digital asset library, ensuring imagery, videos, documents, templates and brand resources are current, organised and accessible.
- Support the development and maintenance of brand guidelines, templates and marketing resources.
- Oversee the management and distribution of marketing collateral and promotional materials.

General Marketing and Communications Support

- Provide high-quality administrative and coordination support to the Marketing and the wider innovation and strategy team if required.
- Identify opportunities to improve processes, systems and operational efficiencies.
- Coordinate team meetings as and when required.

Note: The above responsibilities are not exclusive. The employee may be asked to perform other reasonable duties and responsibilities at management's discretion.

Health & Safety

Perform all aspects of the position in a safe manner and contribute to a positive health and safety culture by supporting and adhering to organisational Health and Safety policies, procedures, and requirements.

Mōu | Person Specifications

Knowledge, Skills and Experience

- A basic knowledge in marketing, communications, brand or coordination role.
- Strong administration and coordination experience, preferably within a marketing or communications environment.
- Excellent written and verbal communication skills.
- Experience managing databases, digital assets or content management systems.
- Strong organisational and project coordination skills.
- Demonstrated ability to manage multiple priorities and meet deadlines.
- High attention to detail and commitment to accuracy.
- Ability to build effective relationships with internal and external stakeholders.
- Comfortable working independently while contributing as part of a collaborative team.

Desirable

- Experience with Adobe Creative Cloud and AI applications.
- A relevant tertiary qualification in marketing, communications, business or a related discipline.
- Basic graphic design capabilities and the ability to adapt marketing collateral within brand guidelines.
- Experience with website content management systems.
- Experience supporting events, communications or brand management activities.
- Full New Zealand driver's licence.

Personal Attributes

- Highly organised with exceptional attention to detail.
- Takes ownership of tasks and follows work through to completion.
- Maintains accurate records and applies consistent document management practices.
- Proactive and solutions-focused.
- Strong sense of accountability and pride in maintaining brand standards.
- Customer-focused with excellent interpersonal skills.
- Adaptable and willing to support a broad range of marketing and communications activities.
- Trusted to exercise sound judgement when assessing brand usage requests and stakeholder eligibility.