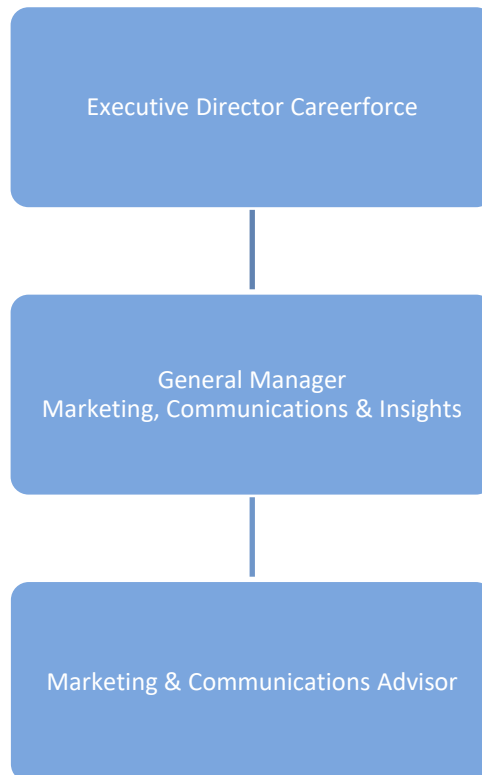


**Role:** *Marketing & Communications Advisor*

<b>Department:</b>	Marketing, Communications & Insights
<b>Reports to:</b>	General Manager Marketing, Communications & Insights
<b>Reports:</b>	Nil
<b>Location:</b>	Wellington or Christchurch
<b>Grade:</b>	G15
<b>Financial Delegation:</b>	Nil
<b>Date:</b>	19 February 2024



## About Careerforce

Careerforce is a business division of Te Pūkenga, the New Zealand Institute of Skills and Technology. We support over 2,000 employers across New Zealand to run workplace training programmes for the health, mental health, aged care, disability, social services, youth work, cleaning and pest management sectors. We provide quality accessible and flexible programmes that allow staff to achieve nationally recognised qualifications on the job.

## What you'll do

The Marketing & Communications Advisor is responsible for developing and implementing marketing and communications plans for Careerforce products and services.

Working as part of the wider Marketing, Communications & Insights team, you'll collaborate with and support all other functions across the organisation.

### Activity: Digital Media

Create, maintain and optimise web and social media content to support the growth of Careerforce's digital footprint, and to support Careerforce's activities and campaigns.

Develop and maintain systems to effectively measure the use of the web and social media channels as marketing and communications channels.

Leverage the use of Search Engine Marketing (SEM) and Search Engine Optimisation (SEO) to drive organic and inorganic traffic.

Work with external agency to look for and implement continuous improvements and innovation.

Monitor social media channels, and moderate / respond as necessary.

### Performance Measures:

- Website information is accurate, up-to-date and audience friendly, and provides clarity around Careerforce's activities.
- Regular reports on website traffic and sources.
- Continuous growth of social media following and engagement.
- Reporting on effectiveness of paid SEM and social media activities.

**Activity: Develop & implement marketing campaigns to support a wide range of Careerforce initiatives**

Develop and implement integrated, multi-channel marketing campaigns to increase awareness and response to Careerforce Initiatives (e.g. new programmes, programme updates).

Prepare and deliver pre-campaign briefings to the wider Careerforce team.

Lead the creative briefing process and work with external parties as required to ensure all campaigns deliver the necessary outputs.

Work alongside the Learning Solutions, Employer Services, and Client Systems and Services Team (CSST) to identify target audiences and make decisions around continuation or adjustment of campaign activity.

Ensure all campaigns are delivered effectively to deadline and deliver against business objectives.

Monitor effectiveness of campaigns, implementing changes where necessary.

Provide detailed analysis and report on effectiveness of each campaign, including any remedial actions.

**Performance Measures:**

- Product releases are supported by relevant and effective marketing campaigns.
- Internal stakeholders have a good understanding of activities and the campaigns in place to support these.
- New and existing service offerings are clearly communicated and promoted internally and externally.
- External stakeholders are well informed and provided with feedback.
- Changes are implemented based on sound evidence and reasoning.

**Activity: Communication Programmes**

Maintain existing communication programmes (audience specific) and develop new communication programmes as necessary.

Consider how created content can be used and shared across the Careerforce communication programmes.

Research content to ensure each communication programme and touchpoint is adding value to the recipient audiences.

Maintain strong internal communications across a mix of formal and informal channels (email, Toi Kupu intranet, MS Teams messaging, events etc).

Internal intranet (Toi Kupu) updates to keep it fresh and relevant.

**Performance Measures:**

- Frequency of communications.
- Response rates to communications and levels of engagement (e.g. click rates).
- Presentation and accuracy of external communications.
- Internal staff are aware of all external communications.

Support the delivery of ad-hoc external communications as and when required, including the pulling of necessary data sets.

### Activity: Brand Championing

Constantly seeking and exploring opportunities to grow external awareness and understanding of Careerforce.

Ensure brand guidelines are adhered to through all activities.

Plan, develop and release corporate messaging and collateral.

Contribute to the development of customer communications journeys (across customer types).

Develop content marketing pieces to support the Careerforce business objectives.

Maintain branding across all mediums (e.g. vehicles, signage, event banners).

Consider advertising requests and support existing advertising programmes (largely sectoral media).

### Performance Measures:

- Brand quality and consistency of content is maintained through all communication channels.
- Current, accurate and consistent messages through all channels.
- Number of brand touchpoints.
- Effective ad materials provided to deadlines.

### Activity: Public relations

Develop and maintain relationships with media outlets.

Proactively write media releases and stories and pitch them to media contacts.

Support the reactive response to any media enquiries.

Contribute to the development and maintenance of the Crisis Management Plan.

Contribute to the development and implementation of the Careerforce Corporate Social Responsibility Plan.

Monitor / scan media activity (including Google Alerts) to look for media opportunities, and track coverage relevant to Careerforce.

Develop relationships with external stakeholders and leverage their communication channels to support Careerforce activities.

### Performance Measures:

- Public relations activities support the achievement of Careerforce strategic objectives.
- Maintain media tracking records.
- Number of published stories per annum across mainstream and sectoral media.

### Activity: Promotional material

Maintain Careerforce promotional material (e.g. banners and branded items) and arrange updates.

Manage relationships with external agencies in the development of Careerforce marketing and conference collateral.

Liaise closely with external suppliers to monitor stock levels, and order as required.

Develop design briefs and draft copy for inhouse creative designer.

Support the development of video collateral, and ensure we have a fresh and relevant image library to support collateral development.

### Performance Measures:

- Promotional material is current, fit for purpose and available as and when required.
- Effective spend of Careerforce budgets.

### Activity: Insights

Support the maintenance of Careerforce research and insights programmes.

Create surveys as required (Survey Monkey Enterprise or other) and provide any necessary reporting.

Carefully consider the dissemination of any research results or reports, and the development of subsequent actions based on research findings.

Support an 'insights culture' within Careerforce, sharing important data in a meaningful and easily consumable form.

Understand Careerforce data sources and consider how we can use data to inform interventions that will improve outcomes for Careerforce, employers and learners.

### Performance Measures:

- Response rates.
- Quality of research reports and summaries.
- Number of actions undertaken as result of research.

### Activity: Sponsorships & Events

Provide event support for any Careerforce supported events and sponsorships (e.g. sector conferences) to ensure a professional, impactful and relevant presence.

Provide support for internal Careerforce events (e.g. staff conference, stakeholder events)

Consider new or additional leverage activities that will improve event and sponsorship outcomes.

### Performance Measures:

- Event objectives met.
- Stakeholder feedback (internal & external).
- Event attendance.
- Post event/sponsorship analysis

Ensure events are supported by appropriate presentation and collateral requirements.

Support pan-ITO activities, including Speedmeets, CATE Conference (Careers and Transition Education), and graduation activities.

- Agreements are well documented, with strong leverage plans in place.

### Activity: Admin

Efficient processing of invoices, and where necessary, careful tracking of budgets.

Monthly reporting.

Monitoring shared Marcomms inbox, and actioning as required.

Fulfilment activities (e.g. vouchers, collateral requests).

Support People & Capability team with recruitment advertising.

### Performance Measures:

- Efficient and timely response to admin related requirements.
- Comprehensive reporting that demonstrates a strong understanding.
- Internal feedback on support provided to colleagues.

## Person specification

### Education / Qualifications / Training

A degree or diploma in communications or marketing, or equivalent experience.

### Experience (*Essential*)

At least 5 years of experience in a marketing and / or communications position.

Sound knowledge of and experience in product release process, including working with external suppliers.

Experience in marketing, communications and public relations, and the associated tasks (media releases, story writing, collateral development).

Evidenced ability to contribute to the development and maintenance of IT based communication channels.

High level of computer literacy and well-developed working knowledge of email platforms, social media, website management / reporting and Microsoft applications.

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**Experience (*Desirable*)**

Experience in a learning delivery / education environment.  
Health & wellbeing sector experience or understanding.  
Design experience.  
SEO / SEM experience.  
Events/sponsorship management, research & insights experience.  
Video story-telling.  
Marketing automation, or customer journey experience.

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**Skills**

Excellent planning, scheduling, organisational and problem-solving skills, with an ability to meet quality outcomes (targets) and deliverables, often with conflicting deadlines.  
Well-developed interpersonal skills, and ability to form strong and mutual working relationships.  
Well-developed written and oral communication skills; able to prepare formal written documentation which informs and engages different target audiences.  
Strong digital skills (social / web).  
An exceptional eye for detail.  
Analytical, and a curiosity for data.

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**Attributes**

A team player who can effectively collaborate within the team, and with a wide range of colleagues across the organisation.  
Enthusiastic attitude.  
A results orientation, and always striving for better.  
Proven ability to communicate effectively with colleagues and a wide range of external stakeholders.  
Commitment to ongoing improvement and high standards of customer service.  
Willingness to accept responsibility for own performance, and for monitoring systems and processes set up by self or others.  
Strong attention to detail and ability to maintain such when working to tight deadlines.  
Ability to take initiative, and to show flexibility and adaptability.

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**Is a Full, Clean NZ Driver Licence Required?**

 Yes 

 No 
**Is Police Vetting Required?**

 Yes 

 No 
**Ministry of Justice Check:**

A satisfactory Ministry of Justice check is required for all roles within Careerforce and is conducted upon acceptance of an offer of employment. Periodic re-checking may be conducted.

## Relationships

**Internal**

All Careerforce employees

**External**

 Website developers and users  
 Careerforce customers (current and potential)  
 Product suppliers and agencies  
 Stakeholders (e.g. peak bodies)  
 Media

**Committees / Groups**

N/A

## Employee responsibilities

**Activity:**

Contribute to Careerforce’s overall achievement of key strategic priorities, annual plan targets, compliance requirements and quality systems.

Identify risks and impacts, and identify, implement and review solutions within areas of responsibility.

Attend and participate in relevant meetings and training days and provide input and support to colleagues.

**Performance Measures:**

- All identified tasks/areas of responsibility are performed in an effective and pro-active manner.
- Evidence of contributions to meeting key strategic goals and annual targets to agreed standards and timeframes.



Prepare audience-appropriate communications.  
Utilise resources effectively and efficiently.  
Adhere to company policies and processes.  
Contribute to projects as required.

- Risk management plans and activities are developed and implemented.
- Evidence of pro-active contribution to supporting the purpose, values and culture.
- All relevant policies and processes are followed.
- Evidence of proactive contribution to projects.

## Attributes

### Client Focus

Dedicated to meeting the expectations and requirements of internal and external clients; committed to ascertaining clients' needs, and continuously improving products and services to meet them; provides timely and accurate information to clients; establishes and maintains effective relationships with clients and gains their trust and respect.

### Change Agility

Flexible and adaptable to change; maintains effectiveness when experiencing changes in work tasks / environment; adjusts to work within new work structures, processes, requirements and cultures.

### Effective Communication

Clear and effective two-way communication with a wide range of people, and in all situations in order to explain, persuade, convince and influence others.

## Values (Kawa) and Behaviours (Tikanga)

### Kaitiakitanga - Upholding responsibilities

We are committed to our responsibilities, delivering on our purpose and enhancing the wellbeing of the communities we serve.

*We do this by:*

- Honouring our commitments – we do what we say we will do.

- Being determined, resilient and learning from our mistakes.
- Focusing on being better at everything we do.
- Behaving in a way that is culturally respectful.
- Recognising and celebrating our achievements.

**Manaakitanga –  
Honouring others and ourselves**

We respect and care for each other and provide an environment where everyone can participate in a meaningful way.

*We do this by:*

- Appreciating one another’s differences and demonstrating care and support.
- Respecting our individual wellbeing and mana.
- Taking action to develop meaningful working relationships, built on trust, respect and reciprocity.

**Kotahitanga –  
Connecting people**

We come together to improve the health and wellbeing of New Zealanders.

*We do this by:*

- Working collaboratively as one – paddling our waka in the same direction.
- Being generous with our knowledge and skills.
- Supporting and helping each other, being clear and kind.
- Having a positive mindset and embracing camaraderie.

**Health and safety**

Employees are expected to act responsibly and proactively as required by current health and safety legislation, and by:

- Identifying and reporting new hazards and incidents or accidents through Toi kupu.
- Undertaking health and safety training as required.
- Responding appropriately to emergency management and evacuations.

**Careerforce purpose**

Enabling the workforce to enhance people's health and wellbeing.

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### Variation of duties

Duties and responsibilities described above should not be construed as a complete and exhaustive list, as it is not the intention to limit in any way the scope or functions of this position. Duties and responsibilities may be amended from time to time in agreement with your manager or the CEO.

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