**Global** **Campaigns and Communities Manager**

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| **Reports To** | Director Marketing Platforms and Campaigns |
| **Location** | Wellington |
| **Direct Reports** | 3 |
| **Tenure** | Permanent |
| **Delegated Financial Authority** | $20,000 |
| **Last Reviewed** | April 2019 |

# Public Service Commission Statement

Mahi tōpū ai ngā Kaimahi Tūmatanui e whai tikanga ai te noho a ngā tāngata o Aotearoa. Hei tā te Public Service Act ko te pūtake o ngā Kaimahi Kāwanatanga, ko te tautoko i te kāwanatanga whai ture me te kāwanatanga manapori; ko te āwhina i te Kāwanatanga o te wā nei me ō anamata ki te whakawhanake, ki te whakatinana hoki i ā rātou kaupapa here; ko te tuku i ngā ratonga tūmatanui e nui ana te kounga, e nahanaha ana anō hoki; ko te tautoko i te Kāwanatanga e tūroa ai te whai oranga o te marea; ko te huawaere i te whai wāhitanga o te kirirarau ki te ao tūmatanui me te whakatutuki i ngā mahi i runga i tā te ture i whakahau ai. E hiranga ana te wāhi ki a mātou ki te tautoko i te Karauna i ana hononga ki ngā iwi Māori i raro i te Tiriti o Waitangi. Ahakoa he nui ngā momo tūranga mahi, e tapatahi ana ngā kaimahi tūmatanui i roto i te whakaaro nui ki te hāpai i ngā hapori, ka mutu, e arahina ana ā mātou mahi e ngā mātāpono matua me ngā uara o ngā Kaimahi Tūmatanui.

The public service works collectively to make a meaningful difference for New Zealanders.  The Public Service Act states that the purpose of the public service is to support constitutional and democratic government, enable both the current Government and successive governments to develop and implement their policies, deliver high-quality and efficient public services, support the Government to pursue the long-term public interest, facilitate active citizenship and act in accordance with the law.  We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi and te Tiriti o Waitangi.  Whilst there are many diverse roles, all public servants are unified by a spirit of service to the community and guided by the core principles and values of the public service in our work.

# ENZ Organisational Statement

Education New Zealand’s purpose is to take New Zealand’s education experiences to the world for enduring economic, social and cultural benefits.

Education New Zealand (ENZ) aims to help our industry achieve growth through our research and marketing programmes, collaboration with our international education partners, our involvement in student recruitment and business development initiatives.

# Group Purpose – Partnerships and Marketing

The purpose of the Partnerships and Marketing Group is to lead, drive, coordinate and implement strategies and initiatives to build the long-term sustainability of New Zealand’s international education industry. This is to be achieved by:

* Building a comprehensive understanding of existing education providers and their plans
* Developing the value proposition for a NZ education for international students
* Identifying gaps between sector activities and capability
* Developing and delivering services needed to drive the industry forward
* Providing insight and guidance into the international activity planning processes
* Leading and providing support to the education industry to establish and maintain relationships with foreign education institutions
* Positioning, developing and providing guardianship of NZ’s international education brand
* Leading research and insights across student attraction, experience and alumni
* Reviewing and refining the channel strategy across digital, social markets, and other channels
* Developing and delivering activity to attract students across a range of channels
* Leading and driving the student experience in New Zealand, including students’ well-being
* Leading strategy and activity for building a valued alumni network of students who have had an international education experience
* Developing advocacy across past and present students
* Maximising and leveraging NZ’s and ENZ’s scholarship assets, developing a strategic approach to NZ government co-ordination of scholarships
* Coordinating across Education New Zealand’s major markets and marketing initiatives
* Identifying and developing new programmes, new industry entrants and new business models
* Building alignment across ENZ Groups to maximise information sharing, thought leadership and co-ordination of effort.

# Role Purpose

The Global Campaigns and Communities Manager is responsible for assisting the Director Marketing Platforms and Campaigns to shape and develop international marketing and social strategies and manage the Education New Zealand marketing programmes and associated budgets. This role will also communicate strategic insights to the wider business and relevant stakeholders.

# Relationship Management

The position maintains close and effective working relationships with:

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| **Internal** | * Wider Industry and Students team * All other ENZ staff |
| **External** | * NZ Inc. agencies * Education sector agencies * Students and potential students * Creative, digital and media agencies * Central government agencies * Education Sector PEAK bodies * Stakeholders and public organisations |

# Key accountabilities for this position

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| **Relationship Management** | * Work with the Director Marketing Platforms and Campaigns and other team members to develop and implement ENZ’s overarching marketing strategy * Plan the annual campaigns and social marketing programme in line with ENZ business strategy and RAPs * Manage the relationship with ENZ’s Research partners and ensure brand health is a well-recognised measure across ENZ * Use insights from market research, ENZ intelligence and customer data and analytics to inform campaign and social strategies * Lead operational relationships with ENZ’s marketing agencies to maximise ENZ’s investment return * Work with the Regional Directors to identify opportunities and develop marketing strategies, particularly for digital and social marketing, in their regions * Participate in Regional Activity Panning (RAPs) review and planning meetings |
| **Business Delivery** | * Manage the development and delivery of ENZ’s global campaigns and social strategies across strategic channels * Manage the development and implementation of ENZ’s digital channel strategy across campaigns, digital and social * Ensure successful delivery of campaign and social KPI and ROI metrics * Liaise with the Director Marketing Platforms and Campaigns, Director Brand and Creative Services Student and other key team members to ensure all activity is integrated and supports team objectives * Drive strategic reporting within the business and to relevant stakeholders * Report to the General Manager, leadership team and Board as required on campaigns and social performance, insights and recommendations * Shape and develop international marketing and social strategies to engage prospective students with our ThinkNew brand and drive preference for New Zealand as a study destination * Manage the planning, implementing and tracking of Education New Zealand’s marketing programmes to ensure successful delivery against stated KPIs, whilst effectively managing operating budgets * Manage ENZ’s relationships with creative, digital and social agencies to continue to develop and effective global campaigns and social experiences |
| **People Management and Leadership** | * Lead the development of an excellent Campaigns team, supporting the goals of international education and ENZ * Develop people, systems and processes to ensure continuous improvement and credibility is achieved through our results * Ensure an effective flow of information occurs both vertically and horizontally within the organisation, particularly with Board and senior managers of the Campaigns teams * Build a strong team spirit and level of engagement, acknowledging team contribution and achievement as appropriate * Ensure the performance management framework is implemented for self and team members, setting clear accountabilities with clearly defined development pathways |
| **Project Management** | * Lead new strategic projects and marketing initiatives * Review projects and marketing initiatives to determine timeframe, funding limitations, procedures for accomplishing the project, staffing requirements, and allotment of available resources to various phases of the project * Define and design activities * Manage a team of specialists to implement project tasks * Set project evaluation parameters * Manage the relationship with the project sponsors * Regularly report project progress to senior management and/or the sponsor/client * Contribute to improving/developing systems |
| **Professional Behaviour** | * Work collaboratively as part of ENZ. This requires the incumbent to be decisive, take initiative and explore options but to also accept collective responsibility for decisions made * Lead and model ENZ’s Ngã Manapou with the rest of the organisation * Promote the purpose, Ngã Manapou and beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business * Create and maintain corporate information to high standards to ensure ENZ can meet reporting obligations. |
| **Safety and Wellbeing** | * Monitor and manage far as reasonably possibly, the safety and wellbeing of staff within the team/region * Monitor and manage leave entitlements for self and staff within the team/region * Take reasonable care for his or her own safety and wellbeing * Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people * Comply, so far as reasonably able, with any reasonable instruction that is given to him or her by ENZ to allow ENZ to comply with the law * Cooperate with any reasonable policy or procedure of ENZ relating to health or safety in the workplace that has been notified to staff. |

# To be successful in this position

For this position ENZ will recruit talented people who can demonstrate they have the following attributes:

* A tertiary qualification in marketing or another relevant discipline
* Extensive international campaigns and social experience, preferably including China
* Strong digital marketing experience across search engine marketing, display advertising and social media, preferably in multiple languages
* Strong analytical and reporting skills, with extensive experience in harnessing Google Analytics and reporting in marketing dashboards and other formats to drive actionable insights
* Experience in commissioning market research, both quantitative and qualitative, and interpreting results to inform marketing strategies
* Experience driving ROI and strategic KPIs
* Experience in managing and inspiring creative, media and digital agencies
* Demonstrated ability to think strategically about marketing issues and operationalise an effective, inspirational plan
* Ability to demonstrate a flexible and creative approach to problem solving, good judgement and a proactive, positive “can do” attitude
* Ability to demonstrate leadership and management experience, with particular capability in providing thought leadership, facilitating discussions and influencing decision-making at a senior level
* Exceptional interpersonal and relationship management skills with a collaborative style of engagement
* Excellent communication skills, both oral and written
* Ability to organise self and team to achieve work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment
* Well-developed project management and delivery capability, particularly the delivery of complex multidisciplinary projects, or projects that are politically sensitive.
* Demonstrated capability to perform effectively as part of a high performing marketing team
* Respect for and alignment with the He Rautaki Maori strategy.

# Ngã Manapou

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# Role specific competencies

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| ***Business Acumen*** | Knowledgeable in current and possible future policies, practices, trends, technology, and information affecting the organisation. |
| ***Integrity and Trust*** | Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn’t misrepresent him/herself for personal gain. |
| ***Customer Focus*** | Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect. |
| ***Peer Relationships*** | Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers; won’t let unresolved issues drift. |
| ***Motivating Others*** | Creates a climate in which people want to do their best; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with. |
| ***Innovation Management*** | Has good judgement about which creative ideas and suggestions will work; can facilitate effective brainstorming; is willing to start something and make adjustments along the way; is not afraid to try something never done before. |
| ***Cross-Cultural Agility*** | Respects cultural differences and understands the need for flexibility. |