

COMMUNICATIONS AND MARKETING COORDINATOR ACADEMIC SUPPORT TEAM

The Communications and Marketing Coordinator is responsible for initiating, influencing and implementing all aspects of BTI's marketing, communications and engagement in agile, responsive and innovative ways that support the vision, mission and values of BTI.

Key responsibilities:

- develop and deliver timely, relevant and targeted marketing strategies and campaigns
- help create and book relevant advertising across multiple internal and external platforms and forums, working with and alongside relevant media and external agencies
- oversee production of photos, videos, social media posts (i.e. on Instagram, Facebook, YouTube) and other publications that increase BTI's visibility and brand awareness
- create, organise, facilitate and manage internal and external events and initiatives
- write, administer and coordinate internal and external communications
- update and create new collateral for BTI website, collaborating with internal and external stakeholders to keep content relevant
- ensure brand consistency and work to continually update relevant marketing collateral across BTI
- actively contribute to the Christian ethos and culture of BTI in modelling behaviour consistent with that culture.

Outcomes:

- BTI has a workable, measurable and implemented multi-year marketing plan
- There are multiple targeted, relevant and professional marketing campaigns each year
- BTI's brand and profile stays positively in front and at the cutting edge of the digital world, as measured by increased user engagement across multiple social media platforms
- Internal and external communications are clear, relevant and timely
- BTI's visibility and brand awareness is measurably increased.

Develop and deliver marketing campaigns

Key responsibilities:

- Work collaboratively with a diverse team to create, implement and manage integrated marketing plans. This includes developing and implementing marketing plans in conjunction with Schools, programmes and the Executive Leadership Team which support BTI's values and strategic direction
- Work with external suppliers including digital marketing, printers and partners to create, manage and evaluate advertising
- Develop and run digital marketing campaigns, including evaluation, planning, purchasing and delivery of digital advertising
- Develop creative assets for digital advertising and other digital marketing channels, such as social media and email
- Monitor social media to identify trends, market intelligence and opportunities for proactive engagement
- Manage BTI's website so that its content is relevant, refreshed and timely
- Oversee all social media platforms, creating monthly/yearly content plans and provide monthly reporting to inform the Executive Leadership Team of performance
- Coordinate/produce the content for the digital marketing channels, including the BTI website and CRM email campaigns
- Develop an awareness of the capability of CRM, in order to produce email campaigns throughout the year
- Ensure that the content of marketing collateral is appropriate to the intended audience through consultation with colleagues and stakeholders.

Outcomes

- High quality marketing campaigns are delivered, all digital marketing campaigns are produced on time, to budget and on brand. Social media channels are being utilised to their full potential.
- There is increased traffic through social media and engagement metrics improve.

Photoshoots and video production

Key responsibilities:

- Co-ordinate on and off campus photoshoots, with external and internal suppliers
- Coordinate the production of promotional videos, with external and internal suppliers
- Develop a range of promotional merchandise for BTI and oversee its distribution

Outcomes

Photoshoots are managed in a timely manner and on budget, producing images that are of a high quality and fit for purpose. Promotional videos are produced on budget, and as per the briefs. Merchandise is made available in a timely manner and on brand.

Publications

Key responsibilities:

Oversee production of the BTI suite of publications.

Outcomes

The suite of BTI publications is updated in a timely manner and the content is correct at time of publication. The suite of publications are fit for purpose and are regularly reviewed for their effectiveness.

Relationship management

Key responsibilities:

Build and maintain effective working relationships within BTI and the wider CET community including Schools, programmes, support services and with the student body to ensure understanding of current marketing activities, opportunities and developments.

Outcome

Effective relationships are developed.

Project management

Key responsibilities:

Manage, create, facilitate and contribute to specific projects and events as required.

Outcome

Projects achieve their objectives.

Health and safety

Key responsibilities:

Be able to demonstrate actions in an emergency situation that are specific to the workplace and are designed to keep the individual safe.

Outcome

Knowledge and understanding of the importance of health and safety is gained.

Key relationships

The Communications and Marketing Coordinator has no direct reports.

The Communications and Marketing Coordinator will develop and maintain excellent working relationships with:

- Academic Dean
- The Academic Support Team
- The Executive Leadership Team, including Heads of School
- Chair, Graduate Studies and Research
- Programme and Professional Leaders
- Kaumatua
- CET staff
- Contractors and suppliers of advertising, print, design, editorial and typesetting services.

Competencies

Customer focus	Understands and believes in the importance of customer services; listens to and understands the needs of internal and external customers; displays a professional, courteous and empathetic approach; considers equity and diversity issues in interactions; meets and exceeds client's needs to ensure satisfaction.
Self-management	Effectively plans and organises work to achieve desired outcomes; proactive, remains focused, takes action to overcome obstacles and follows through to completion.
Integrity	Is fair, open, honest and consistent in behaviour and can be relied upon; is receptive to Maori, Pasifika and multicultural issues; generates confidence in others through professional and ethical behaviour.
Agility	Can adapt to change quickly, successfully operating where contexts may be ambiguous or not all information is fully known; is flexible in prioritising work.

Innovation	Questions the way things are done; encourages discussion, free debate and generation of creative ideas and solutions; learns from past mistakes; generates new and creative ideas to improve the status quo.
Communication	Clearly and concisely communicates with a wide range of people in all situations, both orally and in writing; effectively listens; understands cultural differences in regard to communication.
Analysis and judgment	Identifies and analyses issues and problems, considers alternatives, makes sound decisions and commits to a course of action.
Relationship building	Builds and maintains positive and productive working relationships and networks; consults widely; is sensitive toward different peoples and cultures.
Strategic thinking	Understands the big picture and is forward thinking; seeks and accepts challenges and opportunities; develops and communicates a clear, inspiring and relevant direction.

Essential

- Appropriate tertiary marketing or other relevant qualification
- Proven experience in a professional marketing role or similar
- Previous experience in the use of digital marketing
- Knowledge of InDesign – understanding basic design and editing across this platform
- Experience in working with media agencies and basic understanding of booking advertising
- Proficient in Adobe and Microsoft software including Word, Excel, PowerPoint, PDF Management and Content Management Systems (CMS)
- Experience in copywriting for multiple publications
- Proven ability to communicate effectively and deliver high quality written work in English with correct spelling and grammar
- Demonstrated experience of developing and maintaining effective relationships
- A creative flair, with an eye for detail
- Previous experience in project management.

Desirable

- Knowledge of the tertiary education market in New Zealand
- Knowledge of MailChimp or similar email marketing systems
- Event management experience

- Knowledge of Google AdWords and how to implement
- Experience in Facebook marketing
- Knowledge of multimedia applications
- Fluency in a language other than English
- Experience with Google Adwords.

15 December 2020