

Position description

Communications and Marketing Advisor

Te Rautaki a NZCER 2017–2021

Mā te mātauranga e taea ai e ia ākonga o Aotearoa te kite i ō rātou pūmanawa kia ea ai ō rātou wawata.

Tō mātou kaupapa

Ka whakaawe te ao mātauranga e NZCER. Ko mātou ngā kaiarataki i te mahi rangahau, i te whanaketanga o ngā rākau āwhina me te tuku ratonga e kōkiri ana i ngā akoranga tōtika kia puta mai ai ngā hua tōtika i ngā mahi kaupapa here me ngā wāhi mahi.

I whakatūria te NZCER i te tau 1934. E tū motuhake ana a NZCER hei whare rangahau, hei whare whakawhanake i raro i tāna ake ture. Ko ngā mātāpono o te Tiriti o Waitangi te tūāpapa o ā mātou mahi, mā konā e hāpaitia ai te mana Māori i roto i ā mātou kaupapa mahi, i ngā hononga me ngā tikanga mahi.

Ka tōia mai ngā mātauranga o mua, ka kuhu atu hoki mātou ki ngā mahi mātauranga o nāianeī, hei tārai i te ao mātauranga o āpōpō. Kei raro i te Ture o NZCER 1972, kei te kawē, kei te tuku atu hoki mātou i ngā momo rangahau mō te ao mātauranga. E tū motuhake ana mātou ki te tāpae pārongo, ki te tuku whakaaro me ngā momo ratonga āwhina ki te iwi whānui.

NZCER Strategy 2017–2021

Education in Aotearoa New Zealand should enable every learner to discover their potential and realise their aspirations.

Our purpose

NZCER inspires education. We play a leading role in research, developing tools, and providing services that drive effective learning and positive change in policy and practice.

Established in 1934, NZCER is an independent research and development organisation, operating under its own legislation. We use the principles of the Treaty of Waitangi as the founding document of Aotearoa to help us uphold mana Māori in our work, relationships, and ways of working.

We draw on a rich heritage of, and play an active part in, shaping the future of education. The NZCER Act 1972 provides us with a mandate to carry out and disseminate education research, and provide independent information, advice, and assistance.

Ō mātou uara

Mā ēnei uara, ā mātou mahitahi ki ētahi atu, ō mātou whanonga me ō mātou whakataunga e arataki.

Te tū motuhake

Nā ngā taunakitanga tōtika e hāngai ana, e whai mana ana ā mātou kōrero.

Te mahi ngātahi

Ka mahi ngātahi mātou ki ngā rōpū whai pūkenga kē, kia tino whai hua ngā mahi.

Te auahatanga

Mā ā mātou rangahau, ā mātou rākau āwhina me ā mātou ratonga te ao mātauranga o āpōpō e tārai.

Te ngākau pono

Nā ō mātou pūkenga me ō mātou mātāpono tōtika e tutuki ai ā mātou kaupapa i te wā tika, i roto hoki i te ngākau pono.

Our values

Our values guide how we work with others, our behaviours, and decision making.

Independence

We use robust evidence to speak with confidence and authority.

Collaboration

We work with complementary expertise to achieve greater impact.

Innovation

Our research, tools, and services help shape the future of learning and education.

Integrity

We use our expertise and strong ethical principles to deliver work that is timely and trusted.

Purpose of job

Communicating and promoting our research, resources, and ideas is essential to NZCER. We speak with a strong independent voice on our areas of expertise and we provide channels for dialogue and interaction. NZCER wants its strategic priorities to have influence and impact in the education sector, including with parents and whānau. We aim to communicate in ways that are engaging, relevant and tailored to the audience.

The primary purpose of this role is to communicate and market NZCER's research, products and services. It requires strong writing for audience capabilities, the ability to work effectively in close collaboration with NZCER staff across the organisation, and to help us meet client needs for research and evaluation-based work, and customer needs for our resources and services we offer.

Key tasks and responsibilities

The Communications and Marketing Advisor is expected to take a lead role with respect to the development and release of communications and marketing content. The role requires a high level of expertise in the following:

1. Proactive communications for the organisation

- Work proactively with all project teams to establish communication plans
- Collaborate with staff to implement communication plan activities
- Contribute to corporate communications
- Support external contractors to provide additional communication and marketing services as required

2. Oversight of marketing and promotion

- Ensure regular marketing and promotion plans are in place
- Provide coordination, advice and support for business unit marketing campaigns
- Use analytics to report on growth of impact
- Support effective use of the NZCER Brand

3. Writing to an audience

- Write for and manage the content of our social media & NZCER website
- Synthesise research reports into media friendly stories and messages
- Write in ways that are respectful of, and engage Māori and Pacific audiences
- Contribute to formal corporate documentation including Annual Reports, letters and plans

4. Media relations

- Manage relations with key media connections, including Māori media, journalists and media releases
- Work with staff to prepare for media interviews and public statements

5. Health and Safety

- Taking reasonable care for your own health and safety.
- Taking reasonable care that your acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as reasonably able, with any reasonable instruction that is given by NZCER as the person conducting a business or undertaking (the PCBU) to allow NZCER to comply with the law.
- Cooperate with any reasonable policy or procedure of NZCER relating to health or safety at the workplace.

Experience, knowledge, and skills

- An interest and understanding of New Zealand education.
- A record in communications, marketing, public relations and/or journalism.
- A bachelor's degree or equivalent qualification in communications and marketing is highly desirable.
- An up-to-date knowledge and use of social media.
- Excellent written and oral communication skills, including experience in writing publications.
- Understanding of the media, including Māori media.
- Understanding of a broad range of communication channels such as written publications, journals, web-based and social media opportunities.
- The ability to apply knowledge and understanding of commercial concepts, strategies and practices to the communications and marketing role.

Personal attributes

At NZCER we expect our staff to behave in ways that are consistent with our values and established ways of working.

In addition, all staff must be able to demonstrate the following:

- an ability in, and a desire to improve, te reo Māori
- commitment to the principles of the Treaty of Waitangi and upholding mana Māori in our work
- respect for others and valuing diversity
- an orientation towards continuous improvement to systems and processes
- personal desire for ongoing learning and development
- recognition of the value of team effort; sensitivity to the needs and opinions of other team members
- personal and professional integrity.

Scope of Role

Reports to: Senior Leadership Team	Direct Reports: Nil
Band Range: F	Dimension: Permanent / Full-time (or 0.8)