



## Director, Student Engagement

|                                      |                                    |
|--------------------------------------|------------------------------------|
| <b>Reports To</b>                    | General Manager, Student Marketing |
| <b>Location</b>                      | Wellington                         |
| <b>Direct Reports</b>                | 3                                  |
| <b>Tenure</b>                        | Permanent, full-time               |
| <b>Delegated Financial Authority</b> | Refer to delegations               |
| <b>Last Reviewed</b>                 | February 2016                      |

### 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 – Student Marketing

The purpose of the Student Marketing Group is to:

- Develop the value proposition for a NZ education for international students
- Position, develop and provide guardianship of NZ's international education brand
- Lead research and insights across student attraction, experience and alumni
- Review and refine the channel strategy across digital, social, events, agents and other channels
- Develop and deliver activity to attract students across a range of channels
- Lead and drive the student experience in New Zealand, including students' well-being
- Lead a strategy and activity for building a valued alumni network of students who have had an international education experience
- Develop advocacy across both existing students and alumni
- Maximise and leverage NZ's and ENZ's scholarship assets, developing a strategic approach to NZ government co-ordination of scholarships
- Build alignment across ENZ Groups to maximise information sharing, thought leadership and co-ordination of effort.

### Role Purpose

The Director, Student Engagement leads brand strategy in association with the GM Student Marketing and is responsible for engaging students throughout the Student journey focussing at the 'Dream' stage. The role works closely with the Director, Student Experience to ensure brand promise and experience are aligned. The Director, Student Engagement leads content and social teams to deliver student engagement, build advocacy from alumni, and supports other parts of ENZ with design and content production services.

The Director, Student Engagement will be responsible for:

- Brand strategy, brand development and usage of ENZ's "Think New" branding across all our markets
- Content strategy and development of emotionally engaging content and campaigns to capture potential students' interest at the "Dream" stage of the student journey



- Overview of ENZ's social media strategy, communities and measurement
- Alumni engagement, delivering activity as directed by the Alumni strategy
- Working closely with the Director, Student Acquisition to ensure branding, content development and social media complement the Student Acquisition team's activity
- Developing effective and sustainable working relationships and networks with internal and external key stakeholders and partners (onshore and offshore)
- Managing and leading the Student Engagement team and management of the team's budgets
- Managing the Student Engagement team to ensure delivery of activity within agreed plans and timely reporting of results.

## Relationship Management

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Internal</b> | <ul style="list-style-type: none"> <li>• Directly accountable to the General Manager, Student Marketing</li> <li>• Work collaboratively with all Student Marketing staff</li> <li>• Work closely and liaise with International Regional Directors and their in-market teams</li> <li>• Work closely with the Intelligence team</li> <li>• Work closely and liaise with other Managers across ENZ</li> <li>• Liaise with and maintain effective working relationships with all employees across ENZ</li> </ul>                                                                     |
| <b>External</b> | <ul style="list-style-type: none"> <li>• Liaise with and maintain effective working relationships with other organisations which support our goals, particularly Student Engagement:               <ul style="list-style-type: none"> <li>• Advertising, digital, media and research agencies and other marketing agencies</li> <li>• NZ Inc agencies – Tourism NZ, Immigration NZ, NZTE and MFAT</li> <li>• Education sector agencies, Ministry of Education, NZQA</li> <li>• Education sector peak bodies and institutions</li> <li>• Other stakeholders</li> </ul> </li> </ul> |

## Key Accountabilities for this position

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Leadership and Management</b> | <ul style="list-style-type: none"> <li>• Effectively manage direct reports to ensure they reach their full potential and exhibit the behaviours and culture expected at Education New Zealand and deliver to a high level</li> <li>• Manage the budget for the team</li> <li>• Create and maintain corporate information to high standards to ensure we can meet our reporting obligations</li> </ul> |
| <b>Service Delivery</b>          | <ul style="list-style-type: none"> <li>• Lead and manage ENZ's Think New brand strategy and brand development. Ensure that the integrity of the Think New brand is upheld and that all audience facing communication is on brand, is consistently</li> </ul>                                                                                                                                          |



|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | <p>communicated and helps to build awareness of New Zealand's key selling points</p> <ul style="list-style-type: none"> <li>• Scope, develop, plan and implement brand communications and story-telling that help build consideration and preference for New Zealand as an education destination</li> <li>• Engage our student audience throughout the student journey. Use research and other insight to understand the key perceptions, motivations and barriers of New Zealand's international student audience. Use these insights to develop highly emotionally engaging content and campaigns across a range of channels and platforms during the 'Dreaming' stage of the student journey</li> <li>• Work with the Director, Student Experience to ensure that brand promise and brand experience are aligned. Contribute to development of strategies and services to deliver a "Think New" student experience</li> <li>• Measurement of student engagement and ROI of any brand campaign activity</li> <li>• Overview of Education New Zealand's social media strategies, social communities and social campaigns, with a focus on ensuring all social activity is integrated with ENZ's broader marketing and delivers against business objectives</li> <li>• Contribute to the development and on-going refinement of the Alumni strategy. Implement the strategy with the goal of growing the relationship with Study in New Zealand Alumni for the benefit of advocacy in our key markets</li> <li>• Manage the budget and lead the process for all content development to determine most appropriate strategies and implementation</li> <li>• Oversee the strategy and administration of ENZ's digital asset management system (The Brand Lab) so that it is optimised and relevant to external partners and well used. This includes reporting on The Brand Lab measures and targets quarterly and make ongoing suggestions for improvement of both the system and the content</li> <li>• Work with agents, institutions, key influencers, and NZ Inc partners to explore partnerships and other opportunities for building the New Zealand education brand</li> <li>• Keep a close eye on brand health measures and the competitive landscape, and continually make suggestions for improvement</li> <li>• Educate/train internal and external stakeholders on how they can use our brand, the brand objectives and the results of brand health measures</li> <li>• Regularly report back to the General Manager, Student Marketing on the programme status/updates</li> <li>• Develop and present reports to the Leadership team and ENZ Board</li> </ul> |
| <b>Project Planning</b> | <ul style="list-style-type: none"> <li>• Develop project plans including timelines, resources and budgets in line with ENZ guidelines</li> <li>• Provide effective project communications and progress reporting to ensure that all stakeholders are kept fully updated, delivering a high level of customer satisfaction</li> <li>• Liaise with SLT, customers and other stakeholders to ensure that projects progress and performance data is collected and reported accordingly</li> <li>• Timely liaison with all stakeholders to ensure requests are considered, developed, and solutions are identified</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



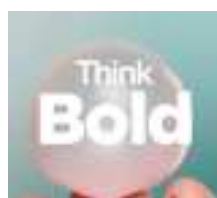


|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                               | <ul style="list-style-type: none"> <li>Participate in and liaise with internal and external stakeholders</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Professional Behaviour</b> | <ul style="list-style-type: none"> <li>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.</li> <li>Lead and model the ENZ “Ways of Working” (WOW) with the rest of the organisation.</li> <li>Promote the purpose, WOWs, beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business.</li> <li>Create and maintain corporate information to high standards to ensure we can meet our reporting obligations.</li> </ul> |
| <b>Safety and Wellbeing</b>   | <ul style="list-style-type: none"> <li>Monitor and manage leave entitlements for staff</li> <li>Take reasonable care for his or her own health and safety</li> <li>Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people</li> <li>Comply, so far as reasonably able, with any reasonable instruction that is given to them by ENZ to allow ENZ to comply with the law</li> <li>Cooperate with any reasonable policy or procedure of ENZ relating to health or safety in the workplace that has been notified to staff.</li> </ul>                                                     |

### To be successful in this position

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

- A relevant tertiary qualification
- Team leadership experience
- Ability to think strategically and innovate to support business objectives
- Understanding of different marketing channels and the ability to integrate them to engage target audiences and build brands
- Experience working in an international marketing team preferred
- 10+ years’ experience in brand management and marketing
- Experience in using market research, both quantitative and qualitative, to inform brand strategy and integrated communications campaigns
- Strong experience across a range of social media platforms, building and engaging communities to deliver business results
- Analytical skills and experience in using a range of data, including google and social analytics, to inform decision making
- In-depth project management skills
- Effective budget management skills and experience
- Have a flexible and creative approach to problem solving, good judgement and a proactive, positive “can do” attitude
- 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
- Capability to perform effectively as part of an executive team.

## Our Ways of Working

|                                                                                   |                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Be rich in ideas and confident in the team's ability to turn them in to realities. Be courageous. Constantly challenge what's gone before and help shape what's coming.</p>                                                            |
|  | <p>Get involved. Be inclusive. Respect opinions, relish feedback. Listen, really listen. Discuss. Understand. Refine. You are restricted by the limitations of what you know. But, with an open mind, those restrictions disappear.</p>   |
|  | <p>Know that we are amongst the most knowledgeable, passionate and innovative people in our industry. Each of us is talented. But together, we are world class. It's through our individual actions that we'll find success together.</p> |

## Role specific competencies

The Director, Student Engagement should demonstrate the following competencies:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Business Acumen</b><br/>Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace.</p>                                                                                                                                                  |
| <p><b>Cross-Cultural Agility</b><br/>Knows how to work the local culture; is not afraid of committing to a course of action to get started; has the courage of his/her convictions; understands the need for flexibility; won't let unresolved issues drift engages in-country locals in dialogue about how to get things done; is willing to start something and make adjustments along the way; is not afraid to try something never done before.</p> |
| <p><b>Customer Focus</b><br/>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.</p>                                                                                             |
| <p><b>Global Business Knowledge</b><br/>Understands business on a global scale; understands what works in many countries; understands what's different from country to country; understands global differences in customers; knows how capital flows and operates internationally; understands that different laws and regulations govern global business; is learning agile; understands that different approaches work in different places.</p>       |
| <p><b>Innovation Management</b><br/>Is good at bringing the creative ideas of others to market; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of</p>                                                                                                                                                                                                                         |



others; can facilitate effective brainstorming; can project how potential ideas may play out in the marketplace.

**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.

**Motivating Others**

Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; 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.

**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.