



## International Marketing Advisor

<b>Reports To:</b>	General Manager, Marketing & Channels (M&C)
<b>Location:</b>	Wellington
<b>Tenure:</b>	Permanent
<b>Reviewed</b>	October 2016

### Organisational Statement

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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.

### Purpose

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The International Marketing Advisor is responsible for providing support to the General Manager, M&C and supporting the delivery and co-ordination of activities across the Marketing & Channels team by:

- Providing support to the General Manager, M&C including drafting of correspondence, presentations and other tasks.
- Being the first point of contact for general and ad-hoc enquiries and requests and liaising with individuals within the M&C team to ensure these are completed within set timeframes.
- Managing and maintaining the M&C team's calendar of activities throughout the year, following up with individuals to ensure key milestones and other pieces of work are delivered within set timeframes.
- Liaising and providing support to managers including country activity planning, reporting eg. CE's Report and ENZ Board, presentations and specific projects.
- Acting as a connection point between the offshore and NZ-based teams to ensure the smooth delivery of discrete projects and marketing activities.

### Relationship Management

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<b>Internal</b>	<ul style="list-style-type: none"> <li>• Directly accountable to the General Manager, M&amp;C</li> <li>• Work collaboratively with all M&amp;C staff</li> <li>• Work closely and liaise with International Regional Directors and their in-market teams.</li> <li>• Work closely and liaise with other Managers across ENZ</li> </ul>
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	<ul style="list-style-type: none"> <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 attraction:             <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>GM Support</b>	<ul style="list-style-type: none"> <li>• Provide support to the GM eg. travel, diary management, drafting correspondence, preparing presentations, collating papers for meetings etc.</li> <li>• Undertake specific projects.</li> </ul>
<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Co-ordinate and maintain team-wide activities including the M&amp;C team calendar, Country Activity Plans, marketing activities, training and team reporting requirements and keeping the team informed of deadlines well in advance.</li> <li>• Co-ordinate and prepare articles for internal and external publications eg. Staff Voice, E-News.</li> <li>• Co-ordinate and follow up with ad-hoc requests and general enquiries on behalf of the M&amp;C team.</li> <li>• Co-ordinate meetings, take minutes and ensure the allocation and follow up of action points with team individuals.</li> <li>• Arrange and organise functions, meetings - internal and external.</li> <li>• Liaise with Finance and co-ordinate appropriate signoff for invoices and coding within agreed timeframes.</li> <li>• Prepare and edit inputs on behalf of M&amp;C team including contributions to regular reports, presentations, the CE's updates, quarterly reports, marketing dashboards and other requests.</li> </ul>
<b>Team Collaboration</b>	<ul style="list-style-type: none"> <li>• Continually think about ways to improve communications and efficiencies within the M&amp;C team and with other parts of the organisation</li> <li>• Help organise team training and social events</li> <li>• Connect with International team members based offshore and be proactive in ensuring the M&amp;C team is providing appropriate levels of support</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> </ul>



	<ul style="list-style-type: none"> <li>• Lead and model the ENZ “Ways of Working” (WOW) with the rest of the organisation.</li> <li>• Promote the purpose, WOWs and beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business.</li> </ul>
<b>Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Take reasonable care for personal safety and wellbeing</li> <li>• Take reasonable care that acts or omissions do not adversely affect the safety and wellbeing of other people</li> <li>• Comply, so far as reasonably able, with any reasonable instruction by ENZ to allow ENZ to comply with the law</li> <li>• Cooperate with any reasonable policy or procedure of ENZ relating to safety or wellbeing 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:

- Relevant tertiary qualification and/or a minimum of two years’ experience working in a marketing role or similar role.
- Experience managing spreadsheets with good numeracy skills.
- Experience in developing presentations using Powerpoint and other presentation tools.
- Effective project management skills
- Excellent written and oral communication skills
- Ability to work calmly in a fast-paced, creatively driven team environment and juggle multiple tasks to meet deadlines.
- Great organising skills with a good eye for detail.
- A flexible and creative approach to problem-solving, good judgement and initiative, with a positive “can do” attitude.
- Excellent interpersonal and relationship management skills with a collaborative style of engagement.
- Demonstrated commitment of providing quality services and meeting customer needs
- Awareness of and sensitivity to cross-cultural issues when working with people from other cultures and countries.

### Role Specific Competencies

<b>Business Acumen</b>	Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology and information affecting his/her business and organisation.
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<b>Global Business Knowledge</b>	Understands what works in many countries; understands what's different from country to country, understands global differences in customers, understands that different laws and regulations govern global business, is learning agile and understands that different approaches work in different places.
<b>Cross-Cultural Agility</b>	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.
<b>Integrity and Trust</b>	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.
<b>Customer Focus</b>	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.
<b>Innovation Management</b>	Has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others, can facilitate effective brainstorming, can project how potential ideas may play out in the marketplace.
<b>Motivating Others</b>	Creates a climate in which people want to do their best; can motivate many kinds of team or project members, empowers others, seeks input from peers and shares ownership and visibility, makes each individual feel his/her work is important, is someone people like working for and with.
<b>Peer Relationships</b>	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.