POSITION DESCRIPTION

Position: Communications, Marketing and Membership Manager/
Kaiwhakahaere whakapā

Reporting to: General Manager Workforce and Business Development /
Kaiwhakahaere pākihi

Staff responsibility: Number of direct reports 3-4

Last Updated: June 2019

WHO ARE WE

Te Rito Maioha Early Childhood New Zealand (ECNZ) is an Incorporated Society of members committed to high quality early childhood education for every child. Established in 1963, the organisation is an influential leader in shaping today’s early childhood sector through advocacy, policy and delivery of teacher education qualifications and professional learning and development programmes. The organisation champions bicultural understanding and practice and this is evident though the content and design of our programmes. ECNZ is a registered Private Training Establishment (PTE), offering a range of qualifications both nationally and internationally.

We strive to achieve this through:

• Providing accessible high-quality blended teacher education programmes leading to recognised and approved teaching qualifications
• Promoting quality teaching and leadership within the sector through professional learning and development programmes and qualification
• Increasing ECE teachers’ knowledge of Te Tiriti o Waitangi and New Zealand’s dual cultural heritage
• Providing a range of services to our member centres

The organisation is governed by a Council made up of elected and appointed members, led by a National President and supported by a National Kāumatua. Our national office is in Thorndon, Wellington and our teaching staff are employed at 11 locations throughout New Zealand.

The Organisation is committed to Te Tiriti o Waitangi as the foundation for its programmes and organisational practices.

Our Vision – Te pae tāwhiti

Shaping the future of early childhood education so every child thrives and learns.

Ārahina ngā tamarikitanga, kia puawai i roto i to rātou mātauranga ako mō ngā ra o mua.
Our Mission - Te pae tata

Te Rito Maioha is a bicultural organisation committed to advocacy, teaching, promotion and delivery of world class early childhood education for children, whānau, teachers and ECE services. We respond by being agile, connected and contributing to ensure successful learning happens together.

Ko Te Rito Maioha he rōpū tikanga rua e manawanui ana ko te rōpū kei runga noa atu mō te reo tautoko i ngā tamariki, ngā whānau, ngā kaikōrero me ngā whare kohungahunga katoa. Ka tū māia mātou i roto i te mahi kakama, te mahi tūhono, me te mahi taunaki kia pumau te angitu o te ako ngatahi.

Our guiding beliefs

- Every child has the right to high-quality education and care that complements and supports their family’s life
- Every child in New Zealand has the right to know and enjoy the dual cultural heritage of Te Tiriti o Waitangi partners along with his/her own cultural heritage
- Teachers in early childhood education should be qualified and hold the same status as in the compulsory sector
- People working in early childhood education need access to high-quality teacher education, advice, information, resources and a “voice” in decision-making that affects young children and their families

Our Values – Nga uarā

- Making a difference – Te puawaitanga o te tangata
- Honouring Te Tiriti o Waitangi – E matua whakapono ana tātou ki Te Tiriti
- Including everyone – Whakawhanaungatanga
- Being accountable – Kia taea te hāpai i ngā kaupapa katoa ahakoe te aha
- Caring and connecting – Manaakitanga
- Innovating – Whakahihiko hinengaro

PURPOSE OF ROLE

The purpose of this position within the Workforce and Business Development team is to lead and manage a high performing communications, marketing and membership team and support the General Manager Workforce and Business Development in meeting key annual objectives.

The chief objective of this work is to maximise Te Rito Maioha’s brand, student and membership numbers. As a member of the senior management group you are responsible for implementing the organisation’s annual plan in alignment with the overall strategy and consistent with the Council’s and senior leadership team’s expectations.

Key aspects of the position are:

- Oversee all internal and external communications ensuring messages are consistent and engaging.
He waka eke noa!
We’re all in this together!

- Develop and implement cost effective communication and marketing strategies that position Te Rito Maioha as a leader in ECE and initial teacher education.
- Lead the provision of high-quality member services and support.
- Lead Te Rito Maioha’s advocacy and policy work, so that stakeholders – including members – have a good understanding of Te Rito Maioha’s position and the rationale for that position.
- Maintain strong links between Te Rito Maioha, regulatory government agencies, its members, students and a range of other ECE organisations and stakeholders.
- Be an effective member of the Senior Management Group (SMG).
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*We’re all in this together!*

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<thead>
<tr>
<th>What is my role</th>
<th>How do I do it</th>
<th>What does success look like</th>
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| **Communications and Marketing** | • Plan, implement and deliver a range of effective communications, marketing and stakeholder engagement strategies  
• Champion the Te Rito Maioha brand. Develop and implement a brand strategy in consultation with the Senior Leadership Team (SLT) and Council  
• Champion and support internal and external communication activities  
• Oversee the management of Te Rito Maioha’s website, Facebook pages, and other social media activity  
• Produce the Prospectus, Annual Report and other corporate-type publications, for example the fortnightly CE message  
• Oversee the intranet | • The profile of Te Rito Maioha – what it stands for; its programmes and the professional learning and development it offers; its staff, students, alumni and members – is raised  
• Staff, students, alumni, members and other stakeholders are kept up to date about Te Rito Maioha and its point of view, the ECE sector, and our operating environment  
• The use of communications and marketing channels is planned, integrated and budgeted, and the effectiveness monitored  
• The Te Rito Maioha brand is used appropriately and consistently as well as in a compelling way to bring attention to the organisation  
• Corporate-type publications reflect the essence of Te Rito Maioha and provide information in a compelling way |
| **Media management** | • Build and manage relationships with key media  
• Write media releases, fact sheets and briefing papers, etc  
• Raise the profile of the Chief Executive and provide support with media enquiries  
• Prepare and write opinion pieces with the CE | • Te Rito Maioha’s position, and why it holds that position, is clear  
• The media proactively seek Te Rito Maioha’s views |
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<td>• Event management</td>
<td>Support and/or deliver key events:</td>
<td>• Events are well-planned and well-run, within set budgets</td>
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<tr>
<td>• Strategic Business Planning</td>
<td>• Effectively set and manage annual plans and budgets for a range of communication, marketing and membership activities</td>
<td>• Strategic goals and targets are met within budget</td>
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<td>• Staff Management and Leadership</td>
<td>• Oversee and support recruitment for the business unit</td>
<td>• The position ensures that external perspectives are reflected in organisational decision making</td>
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<td>• Support new staff through induction, coaching and mentoring</td>
<td>• The position contributes to the development of the organisation and its culture</td>
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<td>• Develop Performance Agreements and Development Plans for each team member that are linked to the organisation’s strategic objectives</td>
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<td>• Conduct regular appraisals with direct reports and develop capability through effective coaching and feedback</td>
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<td>• Identify areas for development with staff and implement appropriate strategies for improvement</td>
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<td>• Ensure the right people are in the right roles within the team</td>
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<td>• Each team member is clear about their role: what they are expected to do and how they are expected to behave; and understand how their work contributes to the strategic objectives of the organisation.</td>
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<td>• Team members grow and develop</td>
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<td>• Team members have high levels of engagement</td>
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<td>• Team members feel informed and that they can ask questions in a constructive environment</td>
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| • Act as a role model in developing and maintaining strong relationships across the organisation  
  • Communicate effectively and regularly on organisational decisions and direction  
  • Manage fair and transparent allocation of work across the business area  
  • Proactively facilitate open and honest discussion and healthy conflict resolution  
  • Develop and encourage a culture of continuous improvement  
  • Manage staff performance and proactively deal with any poor performance issues within policy and procedures and in a timely manner  
  • Conduct staff investigations (serious misconduct) | • Any performance issues are managed in a timely, direct and fair way, inline with HR best practice |
| • Policy and Advocacy | • Support the Senior Policy and Engagement Advisor to scan the political environment and education sector for impacts on ECE, tertiary provision and Te Rito Maioha  
  • Help with the preparation of clear, well thought out and well written briefing papers, Council papers and government submissions  
  • Develop and implement processes for consulting with members and stakeholders | Te Rito Maioha’s position on issues is clear and supported by facts  
Te Rito Maioha’s submissions reflect the views of members and stakeholders  
Te Rito Maioha takes a proactive stance where possible, thanks to excellent networks |
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| • Together with the Senior Policy and Engagement Advisor, conduct ECE workforce market analysis where required | • Set objectives and put in place strategies to support the year-on-year growth of membership numbers  
• Lead the development and delivery of membership initiatives and services, including:  
  o Member-only content on the website  
  o bi-annual publication  
  o weekly Member Update  
  o ad hoc e-newsletters  
  o Member support materials  
• Manage preferred supplier relationships  
• Oversee invoicing and billing of members  
• Ensure appropriate systems and processes are in place for the accurate collection, management, analysis and reporting of membership data | • Te Rito Maioha member numbers grow year on year  
• Te Rito Maioha offers its members, including alumni, a range of attractive benefits, services and professional learning and development  
• Information about members is up to date and readily accessible |

| • Membership Growth and Development | |
| • Relationship and Stakeholder Management | • Contribute to the development and maintenance of effective relationships with key external suppliers, organisations, agencies, individuals and members in order to promote the achievement of Te Rito Maioha’s objectives  
• Build and maintain strong internal relationships  
• Act as an advocate for Te Rito Maioha at all times | • Critical relationships are identified and nurtured  
• Relationships are robust and there is a two-way exchange of information and views |
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<td></td>
<td>• Build and maintain networks across the membership body, representing a range of members</td>
<td>• Knowledge of the sector is comprehensive and up to date</td>
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<td>• Professional and personal development</td>
<td>• Bicultural appreciation and skill grows continuously</td>
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<td>• Takes responsibility for their own on-going professional development and actively participates in development opportunities, including staff hui.</td>
<td>• Professional and personal skills continue to develop</td>
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<td>• Takes responsibility for extending personal knowledge and understanding of te reo Māori me ngā tikanga Māori and Te Tiriti o Waitangi.</td>
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<td>• Maintains a current awareness of issues and trends impacting on the early childhood sector, through reading, discussion and networking</td>
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<td>• Organisational Responsibilities</td>
<td>• Actively work to deliver on the vision, mission and values of Te Rito Maioha</td>
<td>• One Te Rito Maioha approach to collaboration and problem solving</td>
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<td>• Actively deliver on outcomes of the strategy and annual plan</td>
<td>• Results achieved as identified in the annual plan each year</td>
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<td>• Actively and positively participate as a member of the team and wider organisation</td>
<td>• Input into team is valued, on point and timely</td>
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<td>• Proactively look for opportunities to improve Te Rito Maioha’s operation</td>
<td>• Process and business improvements are realised and implemented</td>
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<td>• Completes administration in accordance with polices, guidelines and timeframes</td>
<td>• All required documentation is completed and updated accurately, on time and in full</td>
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| • Te oati mo te Tiriti o Waitangi  
• Te reo Māori me ngā tikanga Māori | • Demonstrate commitment to Te Tiriti o Waitangi and the partnership between tangata whenua and tau iwi  
*E matua whakapono ana tenei umanga ki ngā matapono o Te Tiriti o Waitangi*  
• Move forward on our bicultural journey in an exciting, challenging and meaningful direction  
*Ka anga ki mua tō tātou hikoi tikanga ā rua i runga i te wana, i te ngākau māhaki, me te totika*  
• Committed to the bicultural journey with a sense of significance, purpose, pride and community  
*Kia whakakotahi i raro i te pono, i te tika, i te wairua hoki o tenei hikoitanga*  
• Honour the history  
*E matua whakapono ana tātou ki te hītori*  
• We honour the diverse skills and knowledge required to sustain this partnership  
*Whakahonoretia te oati o te Tiriti o Waitangi kia ā, kia mau mo ake tonu* | • Leads team confidently to promote use of te reo Māori regularly, and tikanga practices are respected  
• Increasingly demonstrates appropriate use of culturally aware behaviour, appropriate use of protocols and pronunciations  
• Contributes and is involved in bicultural activity either through teaching and learning or professional development  
• Actively engaged in the He Pātaka Reo programme and completion of all tasks at each of the teaching programme levels |
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| • Ensure a genuine effort is made to build confidence in using te reo Māori naturally and spontaneously, and monitor own progress  
• Participate in He Pātaka Reo programme.  
• Role model commitment to te reo Māori me ngā tikanga Māori (in your teaching, communications within teaching materials), and support of tuakana, teina | • The team confidence in using te reo Māori is visible  
• Tuakana, teina relationships are role modelled  
• He Pātaka Reo programme is completed by all members of the team | |
| • ECNZ Values / Ngā uarā | • Making a difference - Te puawaitanga o te tangata  
• Honouring Te Tiriti o Waitangi - E matua whakapono ana tātou ki Te Tiriti  
• Including everyone – Whakawhanaungatanga  
• Being Accountable - Kia taea te hāpai I ngā kaupapa katoa ahakoe te aha  
• Caring and Connecting – Manaakitanga  
• Innovating - Whakahihiko hinengaro | At appraisals I can demonstrate and discuss, in relation to each value and behaviour:  
• at least one area of considerable strength and to be able to provide evidence of this strength; and  
• how the work performed through the year meets all other aspects of the value/behaviour (i.e. there are no significant weaknesses); and  
• one area of development/learning in terms of the values and behaviours | |
| • Quality and continuous improvement | • Take self-responsibility to adhere to all ECNZ policies, processes and procedures, guidelines and standards of conduct to levels satisfactory to ECNZ  
• Actively seek to improve ways of working effectively and efficiently that makes a difference to our students, members and stakeholders | • Internal policies and standards and external standards and codes are consistently followed and completed, meets or exceeds level attributed to the status of this role  
• Improvements are recorded and documented and filed according to Quality Assurance processes e.g. Self-review log and Annual programme evaluation, etc |
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<td>Health and Safety at work</td>
<td>• Take reasonable care of your own health and safety and ensure that your actions don’t cause harm to yourself or others</td>
<td>• Active and engaged commitment is given to all areas of responsibility as identified in Health, Safety and Wellbeing policies</td>
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<td>• Comply with any reasonable instructions, policies or procedures on how to work in a safe and healthy way</td>
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<td>• Report any health and safety hazards to a health and safety committee representative or your manager, and, if possible, take immediate action to minimise harm</td>
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LIMITATIONS ON AUTHORITIES

• SMG has delegated decision-making powers in relation to the operational functions of the organisation.
• Expenditure authority on specific types of operational expenditure as per ECNZ’s delegations policy.
• To work within the policies of ECNZ.
• Maintains close liaison with the respective SMG and SLT, General Manager Workforce and Business Development, Senior Policy Advisor and reporting staff.
**IDEAL PERSON SPECIFICATION**

**Qualifications required:**
- A relevant tertiary qualification in Communications or related area
- Experience leader in the communications, public relations and marketing sector
- A sound knowledge of the ECE sector is necessary

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<td>• Knowledge of, and commitment to Te Tiriti o Waitangi</td>
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<td>• Successfully support a bicultural kaupapa</td>
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<td>• Strong written and oral communications, research, proof reading and leadership skills</td>
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<td>• Ability to develop strong and effective working relationships</td>
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<td>• Ability to manage multiple priorities simultaneously</td>
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<td>• Ability to respect and maintain confidentiality</td>
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<td>• Ability to work in a collaborative and consultative manner</td>
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<td>• Ability to work to deadlines and under pressure</td>
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<td>• Attention to detail</td>
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<td>• Demonstrates initiative and ability to work with minimum supervision</td>
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<td>• Excellent interpersonal skills</td>
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<td>• Innovative with the ability to think outside the square</td>
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<td>• Logical and practical</td>
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<td>• Results focused with a desire to produce high quality work and outstanding service to key stakeholders</td>
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<td>• Self-motivated</td>
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<td>• Sound computer skills and proficiency in the Microsoft Office suite</td>
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<td>• Strong problem-solving skills with good judgement</td>
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<td>• Time management and organisational skills</td>
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<tr>
<td>• Technical capability in regards to learning management systems, database administration and student management systems</td>
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<td>• Team worker – able to work collaboratively with the ECNZ whānau</td>
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<td>• Willing to travel within New Zealand to fulfil the requirements of the position is essential</td>
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Key competencies

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<th>Competency</th>
<th>Description</th>
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| Relationship Management          | • Displays strong interpersonal skills and the ability to relate well to people at all levels  
• Proactively builds and maintains constructive working relationships with key internal and external stakeholders  
• Works alongside others, sharing information, ideas, insights and expertise to ensure positive outcomes |
| Communication                    | • Ensures that the appropriate people are consulted and kept informed and are supplied with relevant information in order to effectively carry out their jobs  
• Written communication has clarity, fluency, impact and conciseness |
| Teamwork                         | • Makes a personal effort to be an active member of a team  
• Works co-operatively with team members  
• Informs other team members of relevant information and decisions which may impact on their work |
| Information Management           | • Demonstrates a strong eye for detail  
• Thorough and analytical when approaching problem solving and testing activities. |
| Results Orientation              | • Plans and achieves required results without prompting  
• Takes full responsibility for making things happen within own area of control or where parameters are clearly defined  
• Uses time and resources effectively |
| Work Management                  | • Works independently and with a high degree of initiative and self-motivation  
• Effectively prioritises and manages own work |
| Service Orientation              | • Takes action in response to customer enquiries, requests or complaints  
• Focuses on continuous improvement of the quality of services delivered  
• Builds and maintains good customer relationships and ensures customer satisfaction |
| Personal Development             | • Takes responsibility for maintaining and improving appropriate knowledge and skills for the mutual benefit of the organisation and individual |
| Te reo Māori me ngā tikanga Māori | • Takes responsibility to research own whakapapa, pepeha  
• Demonstrates a commitment to the organisations bicultural kaupapa  
• Actively advocates tikanga Māori practices and protocol |

Change to Position Description

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment— including technological requirements or statutory changes. This position description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.