



Ngā Kōrero e pā ana ki te Tūranga Job Description

Senior Advisor, Marketing Engagement

Business Group	Te Pou Ohumahi Mātauranga Education Workforce
Location	Wellington
Salary band	A7

Mahi i roto i te Ratonga Tūmatanui | Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ū mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki | You can find out more about what this means at [Role and purpose - Te Kawa Mataaho Public Service Commission](#).

To Mātou Aronga | What we do for Aotearoa New Zealand

At Te Tāhuhu o te Mātauranga | Ministry of Education, delivering our purpose makes a real difference to all ākonga of Aotearoa:

He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga
We shape an education system that delivers excellent and equitable outcomes

We fulfil our purpose by:

- delivering services and support nationally, regionally and locally to and through the education sector and in some cases directly to ākonga and whānau
- shaping the policies, settings and performance of the education system so that it is well placed to deliver equitable outcomes for ākonga and their whānau, from early learning through tertiary.

Tēnei Tūranga | About the role

Senior Advisor, Marketing Engagement is a key part of Te Pou Ohumahi Mātauranga | Education Workforce (TPOM) operational commitment to the delivery of government priorities and raising the profile of the education profession to New Zealanders and overseas. They work with the wider Workforce Channels team and provide expertise on how marketing supports the wider TPOM priorities.

This position is responsible for supporting the Account Manager, Marketing and bringing to life TPOM campaigns by using insight and data. This role is pivotal to the success of the campaigns and owns the relationship between the appointed agencies and team. They are up-to-date with digital and marketing innovations and can leverage off them to improve efficiency, quality and consistency. They work closely with the marketing communications and experience specialists to create a customer centric, multiple channel approaches that engage target audiences.



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Ngā Haepapa | Accountabilities

As a Specialist within Te Tāhuhu o te Mātauranga | the Ministry of Education you will:

- Share specialist knowledge across the organisation and with stakeholders, working with others to inform operational level decision making.
- Contribute to an effective team with a positive approach to the work environment that encourages and supports high performance, collaboration and problem solving.
- Lead the resolution of issues, identifying risks and solutions to protect and enhance the integrity and reputation of the Ministry.
- Lead or contribute to the development and implementation of innovative and fit-for purpose solutions and frameworks for current and future challenges.
- Develop and use data and insights to make evidence-based decisions and recommendations on operational issues.
- Build capability in others through coaching, quality assurance, and proactively sharing knowledge and expertise.

As the Senior Advisor, Marketing Engagement you will:

- Support the strategic planning, development, and execution of marketing and engagement campaigns that promote education workforce initiatives and support government priorities.
- Provide expert advice and direction to the Account Manager, Marketing, and cross-functional teams to ensure campaigns are insight-driven, audience-focused, and aligned with the Ministry's brand and strategic goals.
- Oversee and support the creation and quality assurance of content for workforce channels and campaigns, ensuring alignment with best practices in accessibility, plain language, SEO, and UX.
- Guide the development of campaign messaging and creative assets in collaboration with internal teams and external agencies.
- Utilise advanced analytics and performance data to evaluate campaign effectiveness, identify opportunities for optimisation, and inform future strategies.
- Build and maintain strong, strategic relationships with internal and external stakeholders to ensure alignment, collaboration, and shared outcomes.
- Ensure all marketing and communications outputs meet brand, accessibility, and advertising standards, and reflect the Ministry's values and priorities.
- Make informed decisions in line with the Ministry's policies, strategic direction, and delegations framework.

Wheako | Experience

- Bachelor's degree in marketing or communications
- 5+ years' experience in senior marketing, communications, or engagement roles within complex or public sector environments.
- Proven track record of leading the development and implementation of strategic marketing and engagement plans.
- Demonstrated experience in managing multi-channel campaigns with measurable outcomes.
- Strong understanding of marketing platforms, digital trends, and audience engagement strategies.



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- Experience in working in cross-functional teams and managing agency relationships.
- Familiarity with the education sector and government processes is highly desirable.

Ngā Āheinga | Capabilities

- Strategic thinking with the ability to align marketing initiatives with broader organisational goals.
- Advanced skills in data analysis and the use of insights to drive decision-making and continuous improvement.
- Strong leadership and coaching capabilities, with a commitment to building team capability and fostering a high-performance culture.
- Excellent communication and interpersonal skills, with the ability to influence and engage diverse stakeholders.
- Deep understanding of accessibility standards, UX principles, and content best practices.
- Resilience, adaptability, and the ability to manage multiple priorities in a dynamic environment.
- A proactive, customer-focused mindset with a drive for innovation and excellence.

Tātai Pou | Our Cultural Competency

Tātai Pou is our Māori Cultural competency framework. It has been aligned and is complementary to the Māori Crown Relations Capability Framework (MCR). Tātai Pou is designed to support our people and organisation to give effect to the articles of te Tiriti o Waitangi in our work. The work-based capabilities have four focus areas and describe four levels of competency (high, consolidation, developing and essential) that enable us to deliver our partnership approach so that Māori enjoy and achieve educational success as Māori.

Pou Hono Valuing Māori	Developing
Pou Mana Knowledge of Māori content	Developing
Pou Kipa Achieving equitable education outcomes for Māori	Developing
Pou Aroā Critical consciousness of racial equity for Māori	Developing

Leadership Success Profile - Te Kawa Mataaho | Public Service Commission

Leadership matters. Strong leadership at every level in the Public Service will transform the experiences of New Zealanders. The Leadership Success Profile establishes “what good looks like” for leadership at all levels. Information about how the Leadership Success Profile applies to this role is available on the Ministry’s intranet.

Ngā Whakaaetanga | Approvals

Date Reviewed and Approved	November 2025
Approved By	HR Advisory Team