

Ngā Kōrero e pā ana ki te Tūranga

Job Description

Advisor, Marketing Engagement

Business Group	Te Pou Ohumahi Mātauranga Education Workforce
Location	Wellington
Salary band	A6

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 ō 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

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 within the Workforce Channels team and provide functional expertise on how digital channels and marketing supports the wider TPOM priorities.

The Advisor contributes to the success of TPOM campaigns. They are up-to-date with digital and marketing innovations and can leverage off them to improve efficiency, quality and consistency. They support the implementation of digital marketing strategies while having sound knowledge of search engine optimisation, social media, content development and email marketing. This role provides web support and maintenance services across TPOM's digital channels.

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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 sharing knowledge and expertise.

As the Advisor, Marketing Engagement Workforce Channel you will:

- Create, write and review content for the workforce channels and campaigns.
- Work with the Account Manager, Marketing and wider TPOM teams to create, maintain and implement campaigns that help achieve government priorities and resonant with key audiences.
- Have practical experience with Content Management Systems, Adobe Creative Suite and MS Office.
- Have excellent written and oral communication skills, including writing, editing and proof reading.
- Have knowledge of web content best practices, including writing for the web, plain language, search engine optimisation, and accessibility.
- Demonstrate an understanding of user experience (UX) principles and best practices.
- Experience in using website / campaign analytics to make actionable recommendations for improvement.
- Proven ability to quickly establish and maintain strong working relationships.
- Knowledge of public sector processes and regulatory systems and how government works is desirable.
- Ensure all marketing material adheres to brand and advertising guidelines.
- You will make decisions in accordance with the Ministry's policies and delegations framework.

Wheako | Experience

To be successful in this role you will have the following experience:

- Experience in a complex organisation.
- Experience in a fast-paced environment.
- Experience in a marketing or content role.
- Strong understanding of marketing platforms and new trends.
- Ability to manage and update campaign outcomes and demonstrate performance through reporting.
- Desirable to have knowledge of the Education Sector.

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Ngā Āheinga | Capabilities

To be successful in this role you will have the following capabilities and competencies:

- Knowledge of Government accessibility standards and practices.
- A proven ability in using data and insights to identify trends, risks and opportunities, to influence and guide organisational and system-level decision making.
- Excellent interpersonal and communication skills.
- A commitment to ongoing personal and professional development.
- Have the ability to remain calm under pressure and thrive working on a range of activities at once.
- Be motivated, customer focused and be able to take the initiative to try things new.
- Provide excellent marketing and content advice and support to colleagues and teams.

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



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