

Ao Tawhiti Unlimited Discovery

Explore your learning • Achieve your potential

Marketing Manager - Job Description 2015

Responsible to: Director

Relationship with: Board of Trustees, Senior Leadership team, students, whanau, learning advisors, community leaders, the wider school community, administration team, external organisations.

Our Special Character

Ao Tawhiti Unlimited Discovery is a special character state school with a fundamental tenet that the child is central in directing his or her own learning so that the enthusiasm and love of learning is retained.

We have 5 guiding principles and 5 core values that define our special character.

Guiding principles

We provide a mana-enhancing learning environment where

- Students are at the centre of their learning
- Learners are encouraged to be creative, innovative and take risks
- Diverse and flexible individual learning pathways are supported
- Learning is a partnership
- Everyone is a learner and everyone is a teacher

Core values

Whanaungatanga

By accepting the rights and obligations of being part of Ao Tawhiti Unlimited Discovery we develop relationships and a sense of belonging that strengthens each member of our learning community. The relationships we form through shared experiences and working together give us a solid foundation to nurture, guide and direct our students.

Respect

We commit to honouring the individual while celebrating our diversity. We respect ourselves and each other as we aspire to build an empowering learning community.

Kaha

Ao Tawhiti Unlimited Discovery encourages/supports energetic and powerful learning. Our students are

courageous as they push the boundaries of their own learning by taking risks and developing their own path.

Trust

Building your own learning path requires that Ao Tawhiti Unlimited Discovery students live up to their commitments and responsibilities. They are trusted to make decisions and follow them through with integrity, and to behave in ways that positively promote Ao Tawhiti Unlimited Discovery to the world.

Aroha

Ao Tawhiti Unlimited Discovery actively strives to celebrate the uniqueness of individuals, while unifying the community. We share our successes and work through our difficulties with compassion, caring and tolerance.

Key Responsibilities and Tasks

All staff at Ao Tawhiti Unlimited Discovery are expected to support, promote and facilitate learning at all times, in accordance with our special character, guiding principles and values. Staff are expected to meet their key responsibilities through a range of key tasks that support our special character, guiding principles and values, as well as the performance indicators outlined in their role.

The key tasks of a marketing manager at Ao Tawhiti Unlimited Discovery are to support the Director as follows.

- **Brand and promotion development**
 - o Develop a strategic marketing plan (SMP) with the Director
 - o Through consultation with the community, develop a brand for Ao Tawhiti Unlimited Discovery
 - o Manage all aspects of the Ao Tawhiti Unlimited Discovery brand
 - o Develop with the Director a process for promoting Ao Tawhiti Unlimited Discovery to prospective students and families.
- **Consumer marketing**
 - o Review, evaluate and communicate the performance outcomes of the strategic marketing plan
 - o Evaluate, manage change and implement new marketing strategies when the opportunity arises
- **Website**
 - o Manage the development and maintenance of a new website
 - o Track website usage and statistics
- **Budgets and reporting**
 - o Prepare the 2015/16 marketing plan for the BOT
 - o Prepare a monthly report on progress towards the KPIs in the SMP
 - o Oversee marketing expenditure and ensure controls are in place to keep within set budgets
- **Maintain Professionalism**
 - o keep up to date with industry knowledge
 - o form effective working relationships with relevant staff, students, parents and external agencies
- **Proactive approach to work and additional responsibilities**
 - o build networks with external organisations that will promote our school and provide opportunities for our students to engage with the wider community.
 - o Perform other duties as necessary to ensure the goals of the charter and annual plan can be achieved.

Person Specification

- **Education**
 - o Relevant marketing qualification or suitable experience

- **Personal attributes**
 - o Commitment to, and understanding of, Ao Tawhiti Unlimited Discovery's Special Character
 - o Understanding of Ao Tawhiti Unlimited Discovery's charter goals
 - o Understanding of Ao Tawhiti Unlimited Discovery's organisational structures
 - o Willingness to accept and implement change
 - o Ability to develop and achieve goals
 - o Ability to work in a change environment
 - o Willingness to travel as necessary
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- **Skills and experience**
 - o Confident speaker and presenter
 - o Microsoft Office skills
 - o Web development skills preferable
 - o Excellent problem solving, planning and time management skills
 - o Highly motivated and outcomes focused
 - o Ability to work unsupervised