Role Description

Role title                  Marketing and Communications Coordinator
Project team               Marketing and Communications
Responsible to            Marketing Manager
Responsible for           None
Liaison with              Internal staff
                          External suppliers and contractors
                          Users of CORE Education products and services
Purpose of the role        To coordinate the marketing and communications campaigns of products and services on behalf of CORE Education as agreed by the business.

Company profile
See www.core-ed.org for current information.

Personal dispositions and values which align with CORE

- Future oriented and committed to CORE’s vision for an equitable and thriving Aotearoa through learning.
- Collaborative, connected, and whānau focused.
- Future oriented and committed to CORE’s vision for an equitable and thriving Aotearoa through learning.
- Principled and ethical with a high level of integrity.
- Is a self-starter and flexible.
- Models principles and practice of Tātai Aho Rau and CORE’s values – manaakitanga, whanaungatanga, wairuatanga and kaitiakitanga.
- Underpins all practice with culturally responsible behaviours and attitudes including a commitment to Te Tiriti o Waitangi through CORE’s Te Aho Tapu lens.
- Life-long learner, with a commitment to ongoing professional and personal development including in mātauranga Māori.

Personal profile, experience and skills required

- Minimum 2 years working in Marketing and/or Communications.
- A university degree or equivalent tertiary qualification in a marketing related field (preferred).
- Marketing campaign execution and coordination.
- Digital marketing implementation including systems, tools and channels such as email, social media, SEO/SEM, adwords, automation, online advertising, CRM and CMS.
- Content marketing execution including tools, channels, writing and creation of content across multiple platforms and channels.
● A high level of written literacy with an exceptional eye for detail and quality.
● Strong communication skills and effective in working collaboratively.
● Strong organisational skills.

**Key responsibilities**

● Coordinating marketing and communication activity for products and services that aligns to CORE’s marketing goals and brand guidelines.
● Developing and executing under guidance the marketing and communication plans for allocated products and services, including:
  − Implementing marketing activities across all channels and mediums including CORE’s website.
  − Coordinating design and content activities including writing/creating content and writing design briefs, in line with the overall marketing goals and brand guidelines.
  − Monitoring marketing insights to inform plans and activities.
● Coordinating the marketing and communications activity calendar.
● Collaborating with other team members to coordinate and manage merchandise and collateral supplies.
● Co-managing CORE’s email marketing system including customer data.
● Ensuring CORE’s brand guidelines are adhered to and the brand is consistent across all marketing campaigns for the designated portfolio.

**Generic tasks**

● Take part in the wider life of CORE as an organisation including conferences and events as needed.
● Participate in personal professional development offered by CORE as required.
● Contribute to the process of proposal writing, when required and relevant to your role.
● Maintain accurate, complete and timely work records using COREs agreed tools and processes.
● Comply with CORE’s frameworks and policies and procedures.

**Role description approved and signed-off by role holder**

Signature                                      Date