

POSITION DESCRIPTION

Student Engagement Advisor Te Wānanga Toi Tangata Division of Education

Reports to:	Director of Academic Operations
Division:	The Wānanga Toi Tangata Division of Education
Tenure:	Permanent
Location:	Hamilton
Date:	May 2026

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive studenty experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

Te Wānanga Toi Tangata Division of Education provides innovative approaches to both education and educational research. The Division comprises a number of arms of expertise

- Te Kura Toi Tangata School of Education offers a range of programmes in areas of initial teacher education, counsellor education, educational leadership, disability and inclusion studies, education and society, human development, digital learning, social work and teaching English to speakers of other languages.

- The Wilf Malcolm Institute of Educational Research ensuring the successful management, completion and dissemination of research.
- Te Whai Toi Tangata Institute of Professional Learning provides high quality professional learning opportunities.
- Poutama Pounamu promotes contexts for change where equity, excellence and belonging can be realised.

2. POSITION PURPOSE

To promote the Division of Education's programmes and the experiences that it provides to prospective and current students in order to build enrolments, inspire student engagement and help foster a sense of community and motivation through the coordination of operations and logistics associated with student communication, events and activities.

To identify and reach out to schools and other communities not typically associated with enrolment at the University to encourage participation and applications to study.

To work collaboratively to develop and maintain student engagement and ensure that the reputation of the University is enhanced by all events (internal and external) and our stakeholder and engagement goals are achieved.

3. FUNCTIONAL RELATIONSHIPS

Internal:

Director of Academic Operations
 Pro Vice-Chancellor Education
 Associate Dean Academic
 Associate Dean Research
 Head of School
 School Manager
 Programme Leaders
 Professional Experience
 Student Services Division of the University
 Communications, Marketing and Engagement Team
 Future Students
 Events Team
 International Office Team
 Students

External:

Prospective students
 Principals, Directors and administrative staff of external education providers and organisations
 General public

4. KEY RESPONSIBILITIES

General

- Develop and implement an annual Student Engagement Plan to ensure coordinated activity linked to the purpose of the position, in consultation with the PVC and Division Manager Students.
- Work collaboratively with the Communications, Marketing and Engagement Team to support student and recruitment initiatives for all student cohorts across the Division.

- Develop and maintain an in-depth, up to date knowledge of all Division of Education programmes of study and qualifications at both undergraduate and postgraduate levels .
- Assist the Division Office team with enquiries, selection processes, and enrolment processing as required.
- Provide information sessions to new students at strategic points in the year to familiarise them with places, systems and supports.

Recruitment and Outreach

- Develop, foster and maintain relationships with stakeholders that focus on building and sustaining Division of Education enrolments. Identify specific needs of secondary school students, teachers and careers advisors to assist the Division with its recruitment and marketing objectives.
- Use data to identify potential areas of student recruitment from new areas/regions and schools
- Work collaboratively with the Future Students Team to increase engagement with Secondary Schools
- Plan, travel and engage in outreach activities to schools and other community bodies that have potential for applications but may not typically consider university study, or further university study and encourage applications from these.
- Liaise with the Communications, Marketing and Engagement Team to ensure appropriate marketing material is disseminated to prospective students and other key stakeholders.
- Work collaboratively with appropriate Division of Education staff to capture and promote student experience stories both internally and externally.
- Engage with potential students, including University of Waikato College students, aiming to increase their knowledge of and interest in enrolling at UOW in Education programmes.
- Promote international opportunities for the student exchange programme and other activities.

Events

- Lead the development and organising of Division of Education student events and activities that enhance engagement and support student recruitment.
- Lead and attend Division of Education recruitment events including but not limited to Open Day, teacher update days, career expos, student information evenings and new student orientations.
- Ensure event expenditure stays within allocated budget.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager.

5. PERFORMANCE STANDARDS

The Student Engagement Advisor will be performing satisfactorily when:

- A Student Engagement Plan is successfully implemented, maintained and informed by the University's and Education's strategic objectives and Academic Plan.
- Collaborative relationships are developed and maintained with key internal and external stakeholders and are based on excellent communication practices.
- A comprehensive understanding of all Division of Education programmes, qualifications and enrolment processes has been acquired.
- Programme planning is completed, students are well informed and prepared for their first year of study.

- Contributions made to administration and other departmental activities demonstrate initiative and a willingness to support Division goals and objectives.
- A consistent narrative is created and disseminated to ensure that there is a shared understanding of the Division of Education and its academic portfolio.
- Communication with prospective and current students is engaging, relevant, accurate and current.
- Further study is actively promoted to current students.
- Promotions and outreach work results in requests for further or future events, visits or information.
- Student experience stories are disseminated and there is an increased awareness of Division of Education programmes and potential career options for students.
- The Division is included in all relevant events and well represented across programmes and qualifications.
- Appropriate events are held for relevant Division of Education stakeholders.
- Division run events reflect the appropriate image of the Division and the University, enhance engagement and foster a sense of community as well as being organised efficiently and within budget.
- Appropriate University and Education staff are well-informed and supported regarding student events.
- Safe and healthy work practices are followed that comply with University policies, procedures, relevant work standards and statutory obligations.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- A tertiary qualification

Desirable

- A Bachelor's degree in a relevant area.
- Previous work experience will also be considered.

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- A thorough understanding of Marketing, and Communications or Public Relations.
- Successful experience in a customer focused role.
- Ability to build and maintain key relationships.
- High level of independence to carry out delegated tasks.
- Demonstrated experience in event management.
- Excellent communication skills (Listening, writing and oral – including being a persuasive speaker).
- Excellent organisational skills.
- Excellent interpersonal skills.
- Experience with producing marketing material.
- Experience with public speaking and excellent communication skills.
- Ability to communicate and assist participants of various cultures, ethnicities and backgrounds.
- Ability to organise, prioritise and meet deadlines.
- Ability to quickly understand and follow procedures and assimilate new information.
- Ability to take responsibility and show initiative.
- Ability to respond proactively to a variety of situations.
- Skilled in active listening, problem-solving and meeting the needs of the client.
- Ability to meet deadlines and to work both as an effective team member and independently.
- Understands and demonstrates the ability to meet the demands of a high-quality relational client service delivery model.
- Demonstrated ability to work with different ethnic groups.
- An understanding and empathy of the needs of students.
- Current computer literacy and competence using a variety of programmes.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by Te Tiriti o Waitangi. Demonstrated awareness of Māori and Pacific cultures.

Preferred

- Familiarity with a tertiary education environment.
- A working knowledge of University regulations and systems.

PERSONAL QUALITIES

- Demonstrated capacity to work effectively as a member of a team.
- Availability to work outside of normal office hours and travel when required.
- Genuine commitment to providing a high quality, professional service and the ability to represent the Division of Education and the University in an appropriate manner.
- Proven ability to maintain a professional approach while under pressure.
- Outgoing, energetic and enthusiastic with a demonstrated ability to be innovative, pro-active and forward-looking.
- Empathy, listening, advocacy, and negotiating skills.
- Ability to build relationships with a diverse range of people from a variety of backgrounds and cultures.
- Willingness to continually develop new skills and knowledge and maintain currency of labour market and career trends and resources.
- Willingness to evaluate and pursue new opportunities and adapt to a changing environment as required.
- A demonstrated commitment to challenge the status-quo and drive continuous improvements.
- A sense of humour, personal resilience and the ability to work in a dynamic environment.
- Commitment to a culture of openness, flexibility and co-operation to achieve excellence.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.
- Consultative, inclusive and adaptable to successfully engage with a diverse range of stakeholders and at all levels of the organisation.
- Commitment to diversity principles and the University's partnership with Māori as intended by Te Tiriti o Waitangi.

May 2026