

# Marketing Team Diamond 2019

## Our Purpose and Priorities

Success of all students, with a focus on priority groups (Māori, Pacific, Under 25, International) and the communities we serve (West, Central & North Auckland)

*Be a considered and active advocate for all groups, continually aligning our brand positioning and optimising our activities to our audiences*

A financially sustainable business to invest in the future

*Identify and measure the return on investment [ROI] of all marketing activities*

Led by the principles of Te Noho Kotahitanga we enable better futures for students, communities and public and private enterprise

Quality learning, teaching and applied research to develop work-ready graduates and lifelong learners

*Help internal stakeholders better meet students' learning needs and aspirations by championing the student voice and generating relevant insights and strategies*

Engaged and inspired staff, equipped with the capabilities to support and deliver best learning

*Build reliable and collaborative relationships as a team and with the wider Unitec whānau to deliver our expertise with guidance and respect*