

Marketing & Communications Takitahi

Our purpose & priorities 2020

Ensure our marketing, digital and communications strategies are relevant and focussed on meeting the needs of our markets, ensuring Māori, Pacific, Under 25s and international are attracted to Unitec

RANGATIRATANGA

*Authority
and Responsibility*

Strengthen and nurture Unitec's brand reputation and achieve annual learner recruitment targets in a financially sustainable way that improves marketing, communication and digital effectiveness

KAITIAKITANGA

Guardianship

Led by
Te Noho Kotahitanga
we manaaki the
success of our learners
and communities

NGĀKAU MĀHAKI

Respect

Optimise our offering to meet the needs of our markets, communities and life-long learners, rebuilding confidence in Unitec as a top tier provider

MAHI KOTAHITANGA

Co-operation

Inspire staff to become positive brand ambassadors through effective internal communications and staff engagement

WAKARITENGA

Legitimacy