

# ISANA NZ Communications Manager – Job Description

ISANA NZ is seeking a **Communications Manager** to support the association's communications, digital engagement, and events activity.

ISANA NZ is a charitable trust that supports professional practice in Aotearoa's international education sector. The association advocates for holistic policy and practice and provides a range of training services that assist international education practitioners. ISANA NZ delivers in-person symposia, sector-specific modules and an online toolkit that enables the tailored support of international students and other cross-border learners.

The association serves as a facilitative hub for a cross-sector professional community that specialises in supporting globally mobile students new to New Zealand education.

## **Key Responsibilities**

The Communications Manager will be responsible for the following areas:

### **1. Communications and engagement**

- Manage communications with members, associates, and the wider sector
- Produce regular mailouts (approximately 1-2 per month)
- Create and schedule social media posts
- Draft targeted emails to promote ISANA NZ events, initiatives, and products

### **2. Website management**

- Keep the ISANA NZ website up to date
- Manage design and content edits using Webflow

### **3. Online events and digital product support**

- Support the CEO with the promotion and delivery of online events and new products
- Explore and utilise digital media (e.g. short video clips) to strengthen online engagement and foster a community of practice

### **4. Sector and member engagement tracking**

- Gather insights to support understanding of member needs and sector trends
- Use tools such as Google Analytics and HubSpot to monitor website and product engagement

### **5. Learning Management System (LMS) administration**

- Manage the Catalyst LMS used for ISANA NZ's eLearning modules
- Respond to technical issues and liaise with users as required

### **6. Targeted membership growth**

- Support the planning and delivery of targeted membership drives

- Assist with attracting new constituencies that reflect the evolving international education landscape

## **7. Reporting**

- Prepare and present brief communications reports to the ISANA NZ Trust Board (up to two times every six months)
- Work closely with the ISANA NZ operations team, including the CEO and the Administration and Finance Officer, who report to the Board

### **Requisite qualifications, skills and experience**

Required: Tertiary qualification, preferably in comms/marketing/PR/journalism or related  
Skills: Strategic communication, digital media, stakeholder engagement  
Experience: 2-5+ years in communications-related work, with not-for-profit experience valuable  
Added advantage: Experience in the international education sector

### **Role details**

- **Hours:** Approximately 10 hours per week; 40 hours/month
- **Contract:** Six-month fixed-term contract
- **Start date:** March 2026