



MARKETING EXECUTIVE

Position Description

Post Number:	W&P 005
PD Created / Modified:	August 2021
Department/Group:	Whanganui & Partners
Responsible To:	Acting CE
Location:	Innovation Quarter, St Hill Street, Whanganui

VISION AND VALUES:

Our vision is to grow Whanganui – vibrant, prosperous and rich with opportunities. To achieve this vision we focus on retaining, growing and attracting people and businesses to Whanganui.

PURPOSE OF POSITION:

- Support the Acting CE in the delivery of marketing activity over a 6 month period
- Provide marketing support for initiatives by other Strategic Leads and the CE aimed at attracting, growing and retaining businesses, tourists and students.
- Guide the marketing of all key events being supported by Whanganui & Partners

FUNCTIONAL RELATIONSHIPS:

Internal:

- Whanganui & Partners team
- Whanganui & Partners board

External:

- Whanganui District Council staff
- Key advertising contacts – local, regional and national
- Marketing agencies – web design, graphic design, social media

Responsible for:

- Direct management of staff: Nil
- Indirect management of staff: Nil

Financial responsibility:

- In accordance with delegated authority guidelines

KEY PERFORMANCE AREAS:

- Support the Acting CE in the delivery of marketing activity over a 6 month period

- 1) Support the Acting CE in the delivery of marketing activity over a 6 month period
 - a. Provide marketing support for initiatives by other staff and the CE aimed at attracting, growing and retaining businesses, tourists and students.
 - b. Guide the marketing of all key events being supported by Whanganui & Partners

DUTIES AND RESPONSIBILITIES	EXPECTED OUTCOMES
<ul style="list-style-type: none"> • Development and monitoring of advertising campaigns to promote 1) Whanganui 2) Whanganui & Partners initiatives • Manage process of all marketing material being produced bearing Whanganui and/or W&P logos, including managing briefing process/outsourcing of work • Provide marketing advice to wider W&P team, including development of marketing plans for all customer facing activity • Assist the Communications Executive where required in development of media coverage and online media activity • Maintain awareness of other destination's activity to ensure effective benchmarking • Develop and leverage relationships with advertising agencies and partners to help amplify our messages • Work with central government organisations (e.g Tourism NZ), Whanganui District Council and other regional EDA's on joint projects • Identify areas of opportunity to enable W&P to better engage with its audiences • Support event organisers with their marketing plans, ensuring consistency with overall Whanganui marketing • Promote Whanganui as a destination for events 	<ul style="list-style-type: none"> • Marketing campaigns are delivered to time and budget • Marketing campaign outcomes are agreed and delivered e.g web traffic • Process of producing all marketing materials are clearly managed with stakeholders engaged at key milestones • Support the Communication Executive's outcomes in successful delivery e.g media monitoring outcomes, social media KPIs • Assistance towards delivering KPIs/projects in other SL areas • Event marketing plans are developed, working alongside event organisers

QUALIFICATIONS AND EXPERIENCE:

ESSENTIAL	GOOD TO HAVE
<ul style="list-style-type: none"> • 3-plus years of marketing experience • Experience in managing advertising campaigns and strong understanding of marketing channels • Experience working with the media/advertising agencies • Understanding of copywriting, graphic design, layout, and publishing • Familiarity with social media platforms and social media marketing • Proficiency with Microsoft Office (Excel, PowerPoint, Word) 	<ul style="list-style-type: none"> • Degree in communications, marketing or a related discipline • Experience working in a local government/multiple stakeholder organisation • Destination marketing experience • Familiar with the region and stakeholders • Experience with search engine marketing, Google Analytics, and Google AdWords • Experience with quantitative research and analysis

VARIATIONS:

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

ACCEPTANCE OF POSITION DESCRIPTION:

I have read the attached Position Description and agree that it represents the duties I will perform for the above position.

Employee/Contractor: _____ Dated: _____

Manager: _____ Dated: _____