



STRATEGIC LEAD – MARKETING Position Description

PD Created / Modified: August 2023

Department/Group: Whanganui and Partners

Responsible To: CEO Whanganui and Partners

Location: Innovation Quarter, 179 St Hill Street, Whanganui

Position Purpose: **This position exists to:**

- Drive the Marketing of the Whanganui region to all key target audiences as a highly desirable destination for new and existing businesses, residents, entrepreneurs, investors, visitors and other target demographic groups (as defined by the person in the role).
- Provide marketing support for initiatives by other Strategic Leads and the CE aimed at attracting, growing and retaining businesses, tourists and students.
- Brand champion of the Whanganui & Partners brand and the initiatives that it drives, including commentary on our economic performance.
- Guide the marketing of all key events including providing strategic funding support for the main events that position Whanganui as a desired national event host location.

Whanganui & Partners was formed to enable economic development activities to work in partnership with key sectors that make a significant contribution to the economy of our district. Whanganui and Partners Ltd is a council-controlled organisation that will promote cooperation and create economic benefit for the Whanganui community. Whanganui and Partners will ensure that the economic development strategies across the tourism, business, education, creative and digital sectors are well informed and interconnected.

Functional Relationships

Key Internal and/or external contacts	Nature of the contact most typical: (e.g. courtesy, understanding others, giving/receiving information, explaining things, liaising, advising, gaining cooperation, facilitating, influencing and persuading, resolving minor conflicts, mediating, negotiating, formal negotiation, supervising, leading.)
Internal	
<ul style="list-style-type: none"> Whanganui and Partners Board Whanganui and Partners Team WDC Communications & Marketing Team Other WDC staff Elected Members 	<ul style="list-style-type: none"> Co-operation, courtesy, exchanging of routine information. Explaining things to people, clarifying and understanding. Gaining cooperation, advising, resolving minor conflicts. Facilitating, motivating, persuading.
External	
<ul style="list-style-type: none"> Key business and organisations involved in promotional initiatives for W&P/Whanganui e.g Mainstreet, Business Whanganui, The Backhouse. Marketing agencies Event managers Local and national media outlets Contract communications support Other EDAs in neighbouring districts 	<ul style="list-style-type: none"> Consultation, partnership relationship Co-operation, courtesy, exchanging of routine information. Explaining things to people, clarifying and understanding. Gaining cooperation, advising, resolving minor conflicts. Facilitating, motivating, persuading.

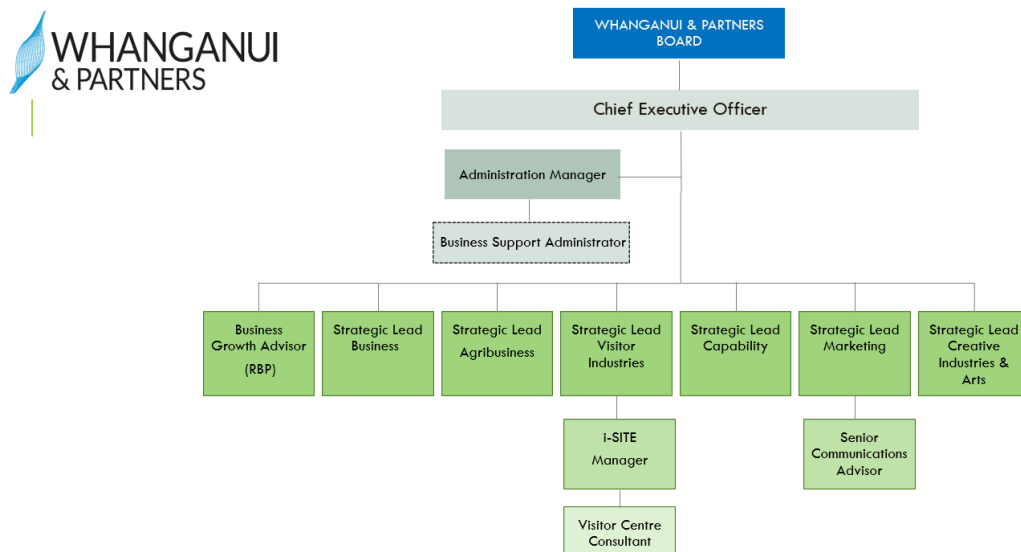
Responsible For:

Direct Management of Staff:	Senior Communications Advisor
Indirect Management of Staff:	Nil

Financial Responsibility:

Delegated Authority:	In accordance with delegated authority guidelines.
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Organisation Structure:



Key Task Summary:

The position of **Strategic Lead – Marketing** encompasses the following major functions or Key Result Areas:

1. Marketing of Whanganui to all key target audiences as a highly desirable destination
2. Marketing support for initiatives by other Strategic Leads and the CE
3. Brand champion of the Whanganui & Partners brand
4. Guide the marketing of all key events including providing strategic funding support for the main events
5. Customer Service
6. Risk Management
7. Health & Safety
8. Professional Development and Training
9. Other

Key Result Area:	Job holder is successful if:
1. Marketing of Whanganui to all key target audiences as a highly desirable destination	
<ul style="list-style-type: none"> • Provide the strategic direction for all our marketing activity, including media strategy and creative development • Management and development of advertising campaigns to promote Whanganui • Be the guardian for all aspects of using the Whanganui brand, and in respect of any development of the brand • Lead the development of a vibrant online media presence, in particular by enhancing our website experience and the progression of social media presence • Develop on-going media coverage regionally, nationally and internationally, working with expert communications contractors as and when required • Management and development of key brand projects and initiatives e.g. UNESCO City of Design • Manage relationship with agencies that can assist with our marketing efforts at all points • Work with central government organisations (e.g Tourism NZ) and other regional EDA's on joint projects, as appropriate • Work with Whanganui District Council where relevant, including in the development of the National Perceptions Survey. 	<ul style="list-style-type: none"> • All activities are consistent with achieving W&P's Statement of Intent. • Marketing budgets are managed efficiently • Resources are optimised against decision making criteria. • Marketing segment activities are highly targeted. • Annual web and social media outcomes fully support marketing activity. • Market research is delivered and informs marketing approach • Website indicators are monitored and optimised. • Activities align with Council's Economic Development Strategy, Leading Edge Strategy and other relevant documents.

2. Marketing support for initiatives by other Strategic Leads and the CE	
<ul style="list-style-type: none"> • Provide marketing advice to wider W&P team, including development of marketing plans for all customer facing activity • Manage process of all marketing material being produced bearing Whanganui and/or W&P logos, including sign off and managing briefing process/outsourcing of work 	<ul style="list-style-type: none"> • Assistance towards delivering KPIs/projects in other SL areas
3. Brand champion of the Whanganui & Partners brand	
<ul style="list-style-type: none"> • Drive the positive perception of the work of Whanganui & Partners • Provide the direction for how W&P will present itself through all its channels • Identify areas of opportunity to enable W&P to better engage with its audiences • Manage existing W&P channels to reinforce key work and projects • Manage the development of corporate collateral, such as Statement of Intent and Annual Report • Inform the narrative of Whanganui's economic performance, including production of an economic dashboard • Work with other regional EDA's to enable strong regional relationships 	<ul style="list-style-type: none"> • Media Monitoring KPIs are on target • Social media KPIs are met • Newsletter and other W&P stakeholder engagement is regular and meets targets • W&P documents are delivered on time and come with clear distribution plans • Public forum attendance meets target (if applicable) • Market intelligence is current and reliable.
4. Guide the marketing of all key events including providing strategic funding support	
<ul style="list-style-type: none"> • Implementation of the event strategy recommendations • Manage event funding processes, including recommending and driving any improvements • 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"> • Distribution of funding support & monitoring of deliverables via contractual agreements • Events plan is delivered upon • Annual events economic summary is produced
5. Customer Service	
<ul style="list-style-type: none"> • Ensure high quality internal and external customer service is provided by marketing function • Team members are coached and developed in providing excellent customer service. • Monitor and assess customer service delivery. 	<ul style="list-style-type: none"> • Customer service focussed behaviour is modelled and reinforced to ensure that internal and external customers are satisfied with the service received. • Team members are able to address, and where possible resolve, customer requests for service. • Customer service standards are achieved. • Regular feedback from key stakeholders is sought and acted upon.

	<ul style="list-style-type: none"> Team members are encouraged to identify better ways of doing things to improve customer service.
6. Risk Management	
<ul style="list-style-type: none"> Compliance with Risk Management. 	<ul style="list-style-type: none"> Best practice risk management procedures apply to all projects and activities. Compliance with risk management policies and procedures. Risks associated with functions managed/policies being developed are accurately identified, evaluated and reduced.
7. Health and Safety	
<ul style="list-style-type: none"> Comply with all safe work procedures, policies and instructions. Report all incidents, hazards/risks and injuries to supervisors in a timely manner. Actively participate in the ongoing development of safe workplace practices Take personal responsibility for own safety without putting others at risk. 	<ul style="list-style-type: none"> Comply with any reasonable instruction that is given to you by the PCBU or your Manager. Timely, full and accurate completion of incidents on the H & S electronic reporting. Participate in all Health & Safety programmes and updates as and when required. Demonstrate commitment to Health & Safety for yourself and your work colleagues.
8. Professional Development and Training	
<ul style="list-style-type: none"> Professional Development/Training Needs. 	<ul style="list-style-type: none"> Own training needs are identified through appraisal and training needs analysis. Training needs of all staff are identified through appraisal and training needs analysis. Agreed training programmed/development opportunities are taken up. Knowledge of both management and professional areas remains up to date.
9. Other	
<ul style="list-style-type: none"> Special projects are completed from time to time, meeting quality standards and deadline requirements. 	

Note:

The above performance standards are provided as a guide only. The precise performance objectives and measures for this position will need further discussion between the jobholder and manager as part of the performance management process.

Work Complexity
<ul style="list-style-type: none"> Developing and maintaining relationships with a wide variety of stakeholders Balancing the demands of various stakeholders to deliver effective marketing initiatives Resolving conflicts Liaising with elected members Managing staff performance

Work Complexity
<ul style="list-style-type: none"> • Developing strategic, operational and business plans • Managing budgets • Preparing reports

Person Specification:

Qualifications	
Essential:	Desirable:
<ul style="list-style-type: none"> • A current NZ Driver's Licence • Appropriate tertiary qualification 	
Knowledge/Experience	
Essential:	Desirable:
It is expected that, with limited supervision, the candidate will be able to deliver each of the key objectives of the role. It is therefore expected that they will have:	
<ul style="list-style-type: none"> • Sound knowledge of marketing strategy and processes • Deep understanding of the value and practice of reputation and promotion of a community. • Line management experience • Proven deliverer of results • Superior experience in dealing with local, national and international media inc. public relations • Experience marketing events. • Strong IT and computer skills. 	<ul style="list-style-type: none"> • Sound knowledge of economic development. • Local Government experience • Business sector knowledge or experience. • Visitor sector knowledge or experience. • Education sector knowledge or experience. • Creative sector knowledge or experience.

Key Skills/Attributes/Job Specific Competencies	
The following levels would typically be expected for the 100% fully effective level:	
Expert	<ul style="list-style-type: none"> • Professional and charismatic leadership presence. • Dynamic interpersonal, rapport-building and communication skills and behaviours. • Well-developed commercial acumen and negotiation skills. • Engaging and enthusiastic 'can do' attitude and approach. • Focused sense of priorities and a commitment to leading the organisation's brands into the future. • Flair for exploring and driving innovative marketing and commercial outcomes. • Aptitude for preparing and delivering financial and marketing plans on time within budget. • Qualitative report writing skills.

Key Skills/Attributes/Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

	<ul style="list-style-type: none">Well-developed public relations and media management skills.
Advanced	<ul style="list-style-type: none">Political awareness – understands the workings of local government, recognises the boundaries between governance and management and acts accordingly.Project management – planning and overseeing the achievement of a goal or objective within a certain timeframe, monitors and troubleshoots to ensure achievement.
Working Knowledge	<p>Policy</p> <ul style="list-style-type: none">Understands and follows Council policies and procedures and how they affect the tasks and responsibilities in one's job. <p>Computer Aptitude</p> <ul style="list-style-type: none">Understands operations such as operating systems, common spreadsheets and word processing software. Uses this knowledge to improve one's ability to perform job duties. <p>Legislation</p> <ul style="list-style-type: none">Understands relevant laws and regulations and how they affect the tasks and responsibilities in one's job (e.g. advertising standards)
Awareness	<p>Health and Safety</p> <ul style="list-style-type: none">Understands Health and Safety in the Workplace and hazard identification.

Variation

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: _____ Dated: _____

Manager: _____ Dated: _____