



ChristchurchNZ™

## Job Description

<b>Position Title:</b>	Digital Marketing Manager
<b>Reports To:</b>	General Manager – Marketing, Brand and Communications
<b>Direct Reports:</b>	Three
<b>Locations:</b>	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) GreenHouse, 146a Lichfield Street, Christchurch Visitor Centre, 28 Worcester Boulevard, Christchurch
<b>Status:</b>	Permanent Full-time
<b>Date:</b>	September 2018

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

### Why is this role important?

The purpose of this position is to grow audience numbers, total online engagement and web traffic to ChristchurchNZ.com through the development and effective implementation of the online digital strategy. This role will provide the organisation with in-depth online analytics as well as a comprehensive, data-driven approach to ChristchurchNZ online communications channels.

### What this role is about?

<b>Strategy</b>	<ul style="list-style-type: none"><li>• Develop, lead and innovate the digital marketing strategy for ChristchurchNZ</li><li>• Oversee monthly digital marketing performance against goals and make timely adjustments to campaigns and strategy as required</li><li>• Brainstorm new and creative growth strategies, identify trends, and implement optimal spending based on performance insights</li><li>• Evaluate emerging technologies, provide thought leadership and promote adoption where appropriate</li><li>• Analyse and feedback market intelligence, industry trends and best practice into ChristchurchNZ to adjust strategy and stay relevant in the market</li></ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"><li>• Lead the development of ChristchurchNZ.com and other sites ChristchurchNZ manage ensuring a keen focus on organisational priorities</li></ul>

	<ul style="list-style-type: none"> <li>• Oversee the maintenance and enhancement of the ChristchurchNZ website as a knowledge base and engagement tool for economic data, information, products, services and events</li> <li>• Ensure the effective delivery of the digital marketing strategy by overseeing or actively participating in digital campaigns that support ChristchurchNZ strategic priorities</li> <li>• In conjunction with colleagues, plan and implement bold digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising</li> <li>• Maintain effective communication with digital and campaign partners and industry stakeholders on digital and campaign plans, opportunities and results</li> <li>• Ensure the integration of online marketing into all applicable projects across the ChristchurchNZ organisation</li> <li>• Oversee the social strategy for ChristchurchNZ and make recommendations as to how this can be effectively used to maximise the wider goals of the organisation</li> <li>• Deliver digital marketing material for services, projects, and events as required</li> </ul>
<b>Team Management &amp; Development</b>	<ul style="list-style-type: none"> <li>• Oversee and manage the priorities of direct report(s) and provide advice and assistance on a range of tasks related to their role(s), as and when required</li> <li>• Take primary responsibility for recruiting, motivating, and performance managing staff to meet or exceed organisational objectives</li> <li>• Through regular communication, ensure staff have a clear understanding of their role, their work priorities and how their work aligns to ChristchurchNZ strategic priorities</li> <li>• Lead, mentor and inspire staff to achieve their goals and work effectively as a team</li> <li>• Ensure poor performance of your staff is addressed within agreed time frames ensuing consultation with your manager where appropriate</li> <li>• With support from the HR team, ensure all employee paperwork is complete and current including position descriptions, appropriate employment agreements and annual KPIs</li> <li>• Contribute to management forums for the development of ChristchurchNZ's 'people' strategy including engagement, recognition, performance improvement and review programmes</li> </ul>

## ChristchurchNZ ways of working

<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit</li> <li>• Participate fully in team meetings providing updates on project progress, new developments and other relevant information</li> </ul>
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	<ul style="list-style-type: none"> <li>• Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them</li> <li>• Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance</li> <li>• Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating</li> <li>• Identify and pursue opportunities to ignite bold ambitions</li> </ul>
<p><b>Corporate Responsibility</b></p>	<p><b>Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>• In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes</li> <li>• Disciplined and regular use of CRM to enable a shared understanding of our stakeholders</li> <li>• Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy</li> </ul> <p><b>Commercial Capability</b></p> <ul style="list-style-type: none"> <li>• In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams</li> <li>• Act with integrity and aim to over deliver on our commercial agreements</li> </ul> <p><b>Business Systems &amp; Compliance</b></p> <ul style="list-style-type: none"> <li>• Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role</li> <li>• Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems</li> <li>• Prepare reports in a timely and accurate manner as required</li> <li>• Approve payments and spending in line with the delegated authority associated with this role</li> <li>• Use the Projects &amp; Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money</li> </ul> <p><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost</li> <li>• Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs</li> </ul> <p><b>Maoritanga</b></p>

	<ul style="list-style-type: none"> <li>• Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection</li> <li>• Considers Maoritanga in all aspects of business, and engages with iwi where appropriate</li> </ul>
<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>• Comply with the Health and Safety Policy and processes at all times</li> <li>• Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating</li> <li>• Follow safe methods and take no unreasonable risks with your own or any other persons' safety</li> <li>• Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager</li> <li>• Seek assistance or advice where the safe method of completing a job is not known</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>• Proactively seek out relevant professional development activities to pursue in agreement with your manager</li> <li>• Keep up to date on industry trends in your field of expertise</li> </ul>

## Key Relationships/Customers/ Clients

<b>Internal Relationships</b>	<b>Nature of the Relationship</b>
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
<b>External Relationships</b>	<b>Nature of the Relationship</b>
<p>External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.</p> <p>Indicative external relationships for this role would include, but are not limited to:</p> <p>Christchurch City Council, New Zealand Tourism, Event Stakeholders, Funding Agencies, Sporting Organisations, and Arts and Culture Organisations</p>	Stakeholder engagement and service delivery to achieve aligned outcomes

## Qualifications, Knowledge and Experience specification

A BS/MS Degree in marketing or a related field
Successful track record in Digital Marketing Management at a senior level
Well-developed understanding of targeting consumers online, strategic marketing, digital marketing, search engine optimisation, behavioural targeting of consumers and web performance measurement
Demonstrate experience leading and managing digital marketing teams; social, website SEO/SEM, display and analysts
Established understanding of best in class digital marketing strategies necessary to improve performance in the identified target sectors, including leisure and tourism

Established track record building and maintaining healthy mutually beneficial stakeholder relationships
Proven track record of success in building and leveraging digital marketing partnerships and implementing innovative digital marketing strategies
Demonstrated understanding of the principles and delivery of effective leadership and performance management
The ability to clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message
Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
Solid Knowledge of website analytics tools
Up to date with the latest trends and best practices in digital marketing and measurement

## General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.