



ChristchurchNZ™

Job Description

Position Title:	Senior Marketing Manager
Reports To:	General Manager – Marketing, Brand and Communications
Direct Reports:	Four
Locations:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) GreenHouse, 146a Lichfield Street, Christchurch Visitor Centre, 28 Worcester Boulevard, Christchurch
Status:	Permanent Full-time
Date:	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 provide marketing and strategic communications leadership and direction for the cross functional requirements of the organisation. The position leads workflow prioritisation, project management oversight and serves as the lead communications specialist to the team. The Senior Marketing Manager will collaborate closely with Creative and Content Manager and Digital Marketing Manager to ensure efficient and well aligned work streams.

What this role is about?

Strategy	<ul style="list-style-type: none">• Develop an annual brand, marketing and communications support strategy balancing diverse requirements from organisational pillars, as well as business-as-usual organisational positioning• Establish and manage delivery of a communications strategy that ensures all internal and external stakeholders are informed and engaged with ChristchurchNZ and media are served in a timely and efficient manner• Work closely with Creative and Digital teams to establish efficient project briefings, manageable delivery timelines and workflows through the Marketing, Brand and Communications team
Marketing Services	<ul style="list-style-type: none">• Traffic manage major projects workstreams with the Marketing services area, ensuring a balanced and manageable workload for the broader team.

	<ul style="list-style-type: none"> • Balance resource allocation across the Marketing Services team to ensure team members have clear priorities and focus on organisational priorities • Lead functional working relationships with traditional media agencies to ensure effective and efficient media spends, working with Digital Marketing Manager on strategic alignment of online and offline messages. • Work closely with Strategy & Insights, and Digital Marketing team to ensure data analytics are central to decision making across the marketing team. • Prepare marketing project overview documentation, including post-event summaries and support leadership/board reporting. • Oversee the efficient development and processing of business cases as required by the organisations project management office. • Serve as a functional support for direct reports as workloads increase in busier times of the year. • Align with the PCMO team to ensure full and clear accountabilities across all project work, including transparent budgeting requirements
Communications	<ul style="list-style-type: none"> • Take lead responsibility for internal communications around marketing and brand activities across the organisation, including presenting to leadership and at full team meetings as required • Serve as the lead communications point person for ChristchurchNZ, receiving media requests directly and leading a timely and effective response from the team • Establish a holistic communications oversight for projects and workstreams within the business, collaborating with the content team, to create talking points and responses as required • With the support of the Marketing Manager – Destination and the Public Relations Specialist create a comprehensive approach to strategic media famils hosting • Remain abreast of current projects and priorities across the pillars of the ChristchurchNZ matrix organisation
Team Management & Development	<ul style="list-style-type: none"> • 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 • Take primary responsibility for recruiting, motivating, and performance managing staff to meet or exceed organisational objectives • Through regular communication, ensure staff have a clear understanding of their role, their work priorities and how their work aligns to ChristchurchNZ strategic priorities • Lead, mentor and inspire staff to achieve their goals and work effectively as a team

	<ul style="list-style-type: none"> • Ensure poor performance of your staff is addressed within agreed time frames ensuing consultation with your manager where appropriate • With support from the HR team, ensure all employee paperwork is complete and current including position descriptions, appropriate employment agreements and annual KPIs • Contribute to management forums for the development of ChristchurchNZ's 'people' strategy including engagement, recognition, performance improvement and review programmes
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ChristchurchNZ ways of working

Leadership	<ul style="list-style-type: none"> • Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit • Participate fully in team meetings providing updates on project progress, new developments and other relevant information • Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them • 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 • 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 • Identify and pursue opportunities to ignite bold ambitions
Corporate Responsibility	<p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes • Disciplined and regular use of CRM to enable a shared understanding of our stakeholders • Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy <p>Commercial Capability</p> <ul style="list-style-type: none"> • 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 • Act with integrity and aim to over deliver on our commercial agreements <p>Business Systems & Compliance</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems • Prepare reports in a timely and accurate manner as required • Approve payments and spending in line with the delegated authority associated with this role • Use the Projects & 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 <p>Sustainability</p> <ul style="list-style-type: none"> • Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost • Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs <p>Maoritanga</p> <ul style="list-style-type: none"> • Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection • Considers Maoritanga in all aspects of business, and engages with iwi where appropriate
Health & Safety	<ul style="list-style-type: none"> • Comply with the Health and Safety Policy and processes at all times • 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 • Follow safe methods and take no unreasonable risks with your own or any other persons' safety • Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager • Seek assistance or advice where the safe method of completing a job is not known
Professional Development	<ul style="list-style-type: none"> • Proactively seek out relevant professional development activities to pursue in agreement with your manager • Keep up to date on industry trends in your field of expertise

Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
External Relationships	Nature of the Relationship

External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.	Stakeholder engagement and service delivery to achieve aligned outcomes
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Qualifications, Knowledge and Experience specification

Tertiary qualification in Marketing, Business, Communications, Public Relations or a relevant field
Significant experience in project management and workflow prioritisation
Experience developing and executing complex marketing campaigns across diverse media outlets
Articulate and confidently communicate with a diverse range of stakeholders at all levels
Strong understanding of the role of story-telling in modern marketing and content strategies
Deep understanding of data analytics, especially online, in supporting effective marketing strategies
Clear understanding of the changing media landscape and proven ability to stay ahead of trends
Experience owning and reporting on key business metrics
Understanding of SEO/CMS/Web Management
Positive and encouraging management style with a focus on team member development
Extensive experience with strategic communications and managing media requests directly
Strong listening influencing and critical thinking skills
Able to juggle multiple projects and meet tight deadlines while paying impeccable attention detail
Advanced skills in MS Office and Microsoft Project

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.