



**Tairangahia a tua whakarere; Tātakihia ngā reanga o āmuri ake nei**  
**Honouring the Past; Inspiring the Future**

**POSITION DESCRIPTION**

<b>Job Title</b>	Marketing Advisor Kaitohutohu Whakatairanga <b>Directorate/Team</b> Organisational Development/ Policy, Strategy and Corporate Services
<b>Report To</b>	Manager Communications and Marketing Kaiwhakahaere Whakapā, Whakatairanga hoki
<b>Role Purpose</b>	<p>To promote the Heritage New Zealand Pouhere Taonga brand, ensuring a framework that allows all marketing efforts to be in line with the organisation's vision and strategic direction.</p> <p>To maximise the public profile of the organisation through the development and implementation of creative, effective, value-managed, and extensively distributed marketing plans that raise awareness of Heritage New Zealand Pouhere Taonga and engage a diverse range of New Zealanders, and visitors, in our history.</p>
<b>Direct Reports</b>	Nil
<b>Key Relationships</b>	<p>The position has a relationship of value with all Heritage New Zealand Pouhere Taonga staff and all heritage stakeholders. Its key relationships, however, are:</p> <p>Internal – Manager Communications and Marketing, Director Organisational Development and the Organisational Development Team, Director Regional Services, staff in the Operations Directorate (particularly Property Leads), and the Manager Supporter Development.</p> <p>External – Key stakeholder groups, corporate partners, members, Iwi and hapū, relevant industry bodies, public and private sector counterparts, Local Authorities, Government Agencies, and various media organisations.</p>

**Key Responsibilities**

	<b>Deliverables/Outcomes</b>
Performance Accountability (1)	Develop contemporary, innovative marketing and digital/social media plans across a range of programme areas, integrated across multiple channels, and drive their successful implementation.
Performance Accountability (2)	Work collaboratively with regional and property staff to support them to develop and implement marketing plans for their projects and properties.

	Support the development of new retail offerings, including branded merchandise.
Performance Accountability (3)	Monitor and report on the impact of marketing activities on perception, customer experience and return on marketing spend.
Performance Accountability (4)	Keep abreast of innovative marketing and communications practices, technology, customer experience trends and motivators to change, to effectively provide direction and advice to internal stakeholders, and to ensure our marketing activities are on trend and following best practice.
Performance Accountability (5)	Assist with stakeholder segmentation and developing appropriate marketing approaches to priority groups, including identifying and pursuing potential commercial partnerships.
Internal and External Relationship Management	Develop and maintain positive professional relationships internally and externally (particularly with stakeholder agencies).
Bi-cultural Responsiveness	Works to ensure that the Treaty of Waitangi (Te Tiriti o Waitangi) and the vision for Māori Heritage (Tapuwae) are promoted.
Health and Safety	Ensures all requirements of health and safety are exceeded.
Organisational Policies and Procedures	Establishes and maintains an understanding of the organisation's policies and procedures, and abides by them – e.g. information management, finance

### Person specification - Essential Competencies and Attributes

Innovation and Initiative	<p>Ability to think strategically, analyse complex situations, develop creative solutions, and achieve outcomes.</p> <p>Ability to evaluate and adopt emerging technologies and apply thought leadership that challenges the status quo.</p> <p>Ability to exercise problem solving skills at a high level and be solutions focused.</p> <p>Is forward-thinking and committed to seeking positive heritage outcomes, pro-active approaches and innovative responses.</p>
Professionalism	<p>Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance.</p> <p>Meets high standards of excellence and quality of performance.</p> <p>Has the ability to prioritise and be flexible when responding to changing priorities and demands.</p>

	Is able to take direction/feedback with minimal context and immediately apply accordingly.
External Relationship Building	Builds and maintains positive and constructive working relationships externally.  Achieves clear and effective two-way communication with a wide range of people in all situations.  Is able to identify potential new partners and target messages to a diverse range of audiences, using a range of innovative communication strategies.
Team Relationships	Fosters and exhibits a strong team spirit, within the Organisational Development team and the wider organisation.
Organisational Behaviours and Values	Demonstrates the organisational behaviours and values.

**In everything we do, Heritage New Zealand Pouhere Taonga staff demonstrate the following behaviours:**

- **Tairangahia – Honouring and Respectful**
- **Kotahitanga – Collaborative and Unified**
- **Tātakihia – Inspiring and Progressive**
- **Manaakitanga – Considerate, Demonstrates Integrity and Authoritative**

#### **Desired Qualifications and Professional Experiences**

Professional Experience and Credibility	<p>Demonstrated experience in planning and coordinating activities across a broad range of methods including marketing, internal communications, public relations, content marketing, social media, and stakeholder engagement.</p> <p>Demonstrated experience in collaborating and influencing stakeholders to deliver solutions in a complex and/or political working environment.</p> <p>Demonstrated experience in recognising and interpreting quality content for a range of different audiences.</p> <p>Demonstrated experience in strategic channel targeting to optimise reach and impact.</p> <p>Experience in corporate marketing planning in complex organisations.</p>
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	<p>Demonstrated experience in developing, implementing, and managing, marketing and communications campaigns for varied audiences and channels – with a focus on customer-centricity,</p> <p>Demonstrated experience in digital and social media marketing.</p> <p>Understanding of biculturalism and the Treaty of Waitangi in relation to heritage management.</p> <p>Experience with Graphic Design, videography and photography, and content writing is desirable.</p> <p>Experience with te Reo and tikanga would be an advantage</p>
A tertiary qualification	A tertiary qualification in Business Management, Marketing, Communication, Public Relations, or related field or, in lieu of formal qualifications, significant demonstrably referenced experience.