

Position Description

Position title:	Marketing Manager	Team:	Marketing
Division:	Tātaki Auckland Unlimited	Reports to:	Group Marketing Manager
Department:	Marketing & Communications	Direct reports:	Nil
Unit:	Marketing	Indirect reports:	Nil



Our commitment to te ao Māori

We honour te Tiriti o Waitangi, accord value to te Ao Māori (the Māori world), support kaitiakitanga and are responsive to the needs of Māori.

You support and promote the development of staff confidence and capability across te reo Māori, tikanga Māori, te ao Māori and te Tiriti o Waitangi, so everyone can contribute to the delivery of Māori Outcomes for and with Māori.



Role Purpose

Key Purpose of Role

Tātaki Auckland Unlimited is responsible for marketing Tāmaki Makaurau Auckland to Aucklanders, businesses and the world. The key purpose of the Marketing Manager role is to lead the development and delivery of the marketing strategy and campaigns for an assigned portfolio of products and services for various audiences.

The Marketing Manager will have a primary portfolio to focus on and flexibly support other Marketing Managers with their portfolio in an agile, internal agency operating model. Your portfolio may include the performing arts; major, cultural and business events; cultural organisations; Auckland Conventions Bureau, venues and stadiums, food & beverage, visitor economy and economic development. Portfolios for each Marketing Managers are assigned based on business priorities and may change over time

The Marketing Manager will strategically partner with internal teams and external partners to creatively achieve business outcomes and optimise results.

You may be required to spend most of your time in close proximity to your primary portfolio, which could mean being located at either the Aotea Centre or one of our cultural organisations if you are assigned to Auckland Live, Auckland Art Gallery, Auckland Zoo, Auckland Stadiums, or New Zealand Maritime Museum.



Key responsibilities

Strategy and insights

- Champion the research and surface key data, insights such as audience insights, market trends, tickets sales, sector trends and value drivers for the business unit or cultural organisation to ensure TAU and its brands are positioned and compete in the smartest possible way
- Actively connect and build an ecosystem of internal and external stakeholders to ensure the business unit or cultural organisation will always have the best information and the best opportunities to succeed.
- Operate as a strategic partner with the business unit or cultural organisation, understanding and contributing to the thinking, development, and production of the strategy and plans to deliver on the business KPIs and objectives
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- Contribute to ensure the full understanding and detail is provided for the business unit or cultural organisation to create an accurate operating budget.
- Actively collaborate with the centralised Marketing and Communications function to provide a fully integrated communications and marketing offering.

Marketing leadership

- Lead and produce an integrated marketing plan for the business unit that ensures the business unit or cultural organisation goes to market aligned to its strategy and achieves the defined market outcomes.
- Define the specific actions for each element of the integrated marketing plan and execute the delivery and achievement of business unit or cultural organisation strategic outcomes.
- Lead, produce and manage a marketing budget that identifies all future actions and costs accurately and works with the financial planning processes, approvals and review processes of TAU.
- Plan and deliver time-lined and budgeted marketing campaigns that deliver on key marketing plan objectives and are aligned to brand guidelines.
- Brief, engage and collaborate with all internal and external stakeholders necessary to approve, consult and be informed of these plans to ensure they will be successfully executed.
- Determine, monitor, manage and report all strategy, marketing and category market metrics utilising an agreed dashboard system that focuses the business unit or cultural organisations and informs the relevant Manager of current and future performance.
- Manage and execute marketing collateral across key channels, in collaboration with internal or external suppliers.
- Ensure all business unit market engagements comply, support and deliver the Auckland and TAU brand DNA and experiences.

Commercial Management

- Determine, select and manage the internal and external specialist partners, suppliers or service providers to ensure the business unit or cultural organisation achieves best in class outcomes for all engagements.
- Determine and manage all go to market commercial negotiations, contracts, terms and required outcomes
- Leverage relationships with existing and new partners to coordinate paid and unpaid activities that contribute to the value of campaigns.
- If your primary portfolio includes the Zoo you will be required to participate on a rostered basis as Officer in Charge (OIC)



Outcomes

- Category research and key insight determined.
- Business unit or cultural organisation key market metrics defined.
- Business unit or cultural organisation strategy determined.
- Target market customer value proposition(s) (CVP) defined.
- Supporting data, insight and clarity for business unit core strategies.
- Brand fit to defined core market territory.
- Delivery of aligned and approved integrated marketing plan.
- Delivery of aligned and approved marketing budget.
- Delivery of aligned marketing campaigns within budget.
- Timey delivery of all marketing projects to support business unit or cultural organisations key metrics
- Detailed action plan created with phasing, outcomes and resources required for successful execution aligned to TAU and the business unit's or cultural organisations Statement of Intent objectives.
- Determine specialist execution partners required to successfully deliver outcomes.
- Determine, update and report performance via an agreed dashboard.
- The TAU, Auckland and business unit or cultural organisations brand objectives and metrics are achieved.
- External specialist partner contracts are pre-approved and signed to achieve business unit or cultural organisations outcomes.
- Internal resource and delivery actions are pre-approved and resourced to achieve business unit outcomes.
- Partner (internal/external) execution delivery performance metrics defined and reported internally



Key skills

- Self-motivated, highly focused, driven to achieve outcomes and empowers others to use all resources to achieve best outcomes.
- Highly organised – plans and prioritises well and manages time to focus on the most important activities.
- Personal resilience - ability to operate in a dynamic and changing environment.
- Ability to work collaboratively across functions within an organisation.
- Highly developed interpersonal and relationship skills with the ability to lead and influence at all levels of the organisation. Confidence to challenge as appropriate.
- Strong verbal and written communication / presentation skills.
- Team player, action orientated, can do attitude.



Job requirements

Qualifications

Tertiary qualification in marketing or Business

Experience

- 7-10 years' + experience within a marketing focused role.
- Strong industry knowledge.
- Proven strategic, analytical and creative/innovative ability.
- Experience working across the full marketing remit and integrated strategy and planning.
- Strong commercial partner and relationship management experience.
- Contract management.
- Sound financial budget development and management.
- Major project delivery.
- Experience in a client servicing role, such as within an advertising, design or direct marketing agency desirable but not essential.



Leadership Capability

Drives Vision & Purpose

Painting a compelling picture of the vision and strategy that motivates others to action **Manages Complexity**

Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems

Ensures Accountability

Holding self and other accountable to meet commitments

Collaborates

Building partnerships and working collaboratively with others to meet shared objectives **Courage**

Stepping up to address difficult issues, saying what needs to be

said **Manages Ambiguity**

Operating effectively, even when things are not certain, or the way forward is not clear

Builds Effective Teams

Building strong identity teams that apply their diverse skill and perspectives to achieve common goals



Key Relationships

Internal

- Auckland Council Group marketing and communications
- Internal partners, product and service owners pan-organisation
- Relevant Directors and leadership teams Other teams in the Marketing & Communications directorate – Brand & Creative, Content & Channels, Communications

External

- Industry stakeholders
- Agencies and marketing suppliers
- Media partners
- Industry associations and networks
- Government entities
- Commercial and marketing partners

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

Approving manager:	Version date:
Shelley Watson	June 2023

	Job function:	Job family:	Job:	DFA
 Job framework				Budgeted: • Opex: • Capex: Unbudgeted: • Opex: • Capex: