

Position Description

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| Position title: | Marketing & Communications Coordinator | Team: | Communications |
| Division: | Tātaki Auckland Unlimited | Reports to: | Communications & Marketing Manager, Auckland Stadiums |
| Department: | Auckland Stadiums | Direct reports: | Nil |
| Unit: | Marketing, Communications & Growth | 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 participate in initiatives to embed te ao Māori into the way we do things. You are willing to develop and build your own understanding and capability to contribute to the delivery of the directorate's Māori outcomes and the wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework –Kia ora Tāmaki Makaurau.



Role Purpose

Key Purpose of Role

Tātaki Auckland Unlimited (TAU) is responsible for promoting and telling the story of Tāmaki Makaurau Auckland to Aucklanders, visitors and the world.

The main focus of this role is to contribute to the delivery of marketing and communication activity for sport, live entertainment, concerts and community events at Auckland Stadiums venues. Your role will support TAU activity across a stadium portfolio that includes Go Media Stadium, North Harbour Stadium and Western Springs Stadium, while also leading the marketing activity for Lilyworld – the garden bar and micro-venue attached to Go Media Stadium.

The Marketing & Communications Coordinator will be prepared to support other communication and/or marketing managers with their portfolios in an agile, internal agency operating model. Support for wider portfolios may include major events; the performing arts; cultural organisations and/or the visitor economy. Portfolios for communications and/or marketing managers are assigned based on business priorities and may change over time.

You will be required to spend most of your time in close proximity to your primary portfolio, Auckland Stadiums, while being available to work at other sites with the marcomms team from time to time.

Note: this role will require occasional work outside of normal office hours to fulfil the role's responsibilities, particularly in relation to event delivery.



Marketing Support

- Provide marketing support for Stadiums' clients (sporting organisations, producers, promoters, event organisers) to assist them to achieve their event objectives.
- Support Auckland Stadiums Communications and Marketing Manager in delivering communications strategy and customer-centric marketing campaigns.
- Provide market information and support to clients as required.
- Assist with marketing, communication and project support to Auckland Stadiums and Tātaki Auckland Unlimited as required.
- Support division by sourcing Auckland Stadiums news, PR and communication content – used to drive forward the division's communication strategy.
- Co-ordinating the venue marketing requirements in the build-up to and during live events.

Administrative Support

- Provide administration support to help division achieve its key strategic objectives, including hosting new major events and developing our tenant relationships.
- Processing purchase orders and invoices for commercial or marketing purposes.
- Monitoring and managing shared email inboxes, responding to inbound enquiries or delegating to subject matter experts.
- Marketing and support for Auckland Stadiums corporate facilities.

Digital Marketing & Design

- Work with Communications & Marketing Manager to develop and deliver social media strategy to promote Auckland Stadiums events and venues.
- Plan and schedule social media content in line with Auckland Stadiums and Tātaki Auckland Unlimited brand values and style guide.
- Produce original written and visual content for all Auckland Stadiums-owned digital channels: social, web, email.
- Responsibility for monitoring and responding to inbound social media and general email enquiries in a timely manner.
- Effectively use AI or automation tools to optimise the marcomms workflow.
- Maintain Auckland Stadiums websites – event pages, content, regular updates.
- Designing branded assets for digital and print – across socials, web, out of home (billboards) and signage.

Marketing Campaign Delivery

- Supporting Communications and Marketing Manager to deliver time-lined and budgeted marketing campaigns to promote the organisations' commercial business objectives.
- Presentation of statistical information monitoring KPI outcomes and evaluating completed campaigns.
- Organisation of marketing assets, such as stadium signage and wayfinding assets.

Communication

- Draft and co-ordinate neighbour event communications.
- Take responsibility for any event complaints: investigate and distribute to appropriate people, draft replies for sign off.
- Support media enquiries with guidance from Communications & Marketing Manager.

Reporting and Planning

- Support accurate and timely reporting to management and contribute to team and business planning as required.

Organisational Obligations

- Action the organisation's good employer obligations and equal employment bicultural policies and practices.
- As an employee of the organisation, you are required to be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation function.
- Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation's health and safety policy and procedures.
- Promote activities and initiatives that assist the organisation achieve its vision and mission.
- Promote one-organisation initiatives and action these service characteristics.
- As an employee of the organisation you are required to familiarise yourself with and comply with all organisation policies, including but not limited to, the organisation's Code of Conduct.



Outcomes

Expected Outcomes

- Client satisfaction and effective working relationships, leading to event / project success.
- Regular creation of effective content that delivers to internal and external objectives.
- Highly organised and accomplished delivery.
- Maintaining a 'customer-centric' business model at all times.
- Customers receive time effective and personalised communications.
- Maximise output to support strategic objectives of Communications, Marketing & Growth rūpū (unit).
- Campaigns delivered on time and within budget.
- Proactive contribution to internal and external planning sessions.
- Optimising campaigns using statistical information, effective reporting and experience insights.
- Maximising outputs from suppliers and maintaining effective working relationships.
- Maximising outputs from partners and maintaining effective working relationships.
- Highly organised, detailed and effective workflow procedures are undertaken.
- Reporting is provided in a timely and accurate manner.

Māori Outcomes

- You can pronounce and use basic te reo Māori in emails, meetings, and conversations. You understand, demonstrate and value the use of tikanga where appropriate.



Key skills

Key Skills

- Strategic approach to planning with excellent organisation, time and business management skills.
- Sound administrative and organisational skills including the ability to prioritise and manage projects effectively and deal with numerous projects concurrently.
- Commitment to the provision of excellent customer service.
- Advanced face-to-face and written communication skills.
- Strong relationship building skills.
- Effective team player with open communication style, collaborative and understands the need to update colleagues.
- Creative approach with ability to produce visual content for social media use.
- Knowledge and appetite for emerging social media and digital trends.
- Resilient, with the ability to cope with pressure and high expectations.
- Advanced user of Microsoft programmes.
- Understanding of marketing and events preferred.
- Appreciation and passion for sport, music, entertainment and events.

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|  Job requirements | Qualifications <ul style="list-style-type: none"> A tertiary qualification in marketing or related discipline preferred. | |
| | Experience <ul style="list-style-type: none"> At least one years' experience in a marcomms role preferred. Experience of delivering time-lined and budgeted campaigns using a range of channels to market desired. Experience in content creation. Videography and photographic skills preferable. Experience of maintaining a network of suppliers and service providers. Experience within sports, music, entertainment or events environments preferred. | |
|  Key Relationships | Internal <ul style="list-style-type: none"> Auckland Stadiums Communications & Marketing Manager. Auckland Stadiums Head of Commercial. Auckland Stadiums' team members. Tātaki Auckland Unlimited Communications team members. | External <ul style="list-style-type: none"> Sporting organisations, event producers, event promoters. Suppliers, partners, neighbours. Media. |

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, personnel may be required to perform duties outside of their normal responsibilities as needed.

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| Approving manager: | Version date: |
| Victoria Hawkins, Head of Communications | 23.01.26 |

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|  Job framework | Job function: | Job family: | Job: | DFA |
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