

# Position Description

<b>Position title:</b>	Marketing & Communications Manager	<b>Team:</b>	Marketing
<b>Division:</b>	Tātaki Auckland Unlimited	<b>Reports to:</b>	Group Marketing Manager
<b>Department:</b>	Marketing, Communications & Growth	<b>Direct reports:</b>	N/A
<b>Unit:</b>	Marketing	<b>Indirect reports:</b>	N/A



**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 wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework.



**Role Purpose**

Tātaki Auckland Unlimited is responsible for promoting Tāmaki Makaurau Auckland to Aucklanders, the rest of New Zealand and the world. The key purpose of the Marketing & Communications Manager role is to lead the development and delivery of marketing and communications strategies and campaigns for an assigned portfolio of products and services for various audiences.

The Marketing & Communications Manager will have a primary portfolio as their focus and will work flexibly to support other team members with their portfolios in an agile, internal agency operating model. Your portfolio may include Auckland's city centre; performing arts; tourism; major and cultural events; cultural organisations; Auckland Convention Bureau; venues and stadiums. Portfolios for each Manager are assigned based on business priorities and may change over time.

The Marketing & Communications Manager will strategically partner with internal teams and external partners to creatively achieve business outcomes and optimise results. They will be expected to be familiar with and apply best practice in using available channels, including paid, earned and partner media channels, on behalf of the business.

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 the relevant portfolios. The role may also be undertaken in a flexible working arrangement.



## Marketing & Communications leadership

- Lead and produce integrated marketing and communications plans for your portfolio that ensure the organisation goes to the market aligned to its strategy and achieves the defined market and publicity outcomes.
- Define the specific actions for each element of the integrated plans 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 Tātaki Auckland Unlimited.
- Plan and deliver time-lined and budgeted marketing and publicity campaigns that meet key marketing plan objectives and are aligned to brand guidelines.
- Manage and execute marketing collateral across key channels in collaboration with internal or external suppliers.
- Plan and deliver publicity activity, including proactive story pitching and briefings, and support photography, filming, interview and famil requests working collaboratively across business units and wider Marketing, Communications & Growth teams.
- 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 communications, and category market metrics utilising an agreed dashboard system that focuses on the business unit or cultural organisation and informs the relevant manager of current and future performance.
- Ensure all business unit market engagements comply, support and deliver the Auckland and Tātaki Auckland Unlimited brand DNA and experiences.

## Strategy and insights

- Champion research and surface key data and insights, such as audience insights, market trends, tickets sales, sector trends and value drivers, for the business unit or cultural organisation to ensure Tātaki Auckland Unlimited 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.
- Contribute to ensure full understanding and detail is provided for the business unit or cultural organisation to create an accurate operating budget.

- Actively collaborate across the Marketing, Communications & Growth function to provide a fully integrated marketing and communications offering.

### **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, including the negotiation, securing and delivery of media partnerships, 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)

### **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's 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 on 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**

- Effective marketing and communications plans that deliver the appropriate level of profile for the portfolio, creating influence where needed and helping Tātaki Auckland Unlimited to achieve its objectives.
- Marketing and communications add value to the activities of business partners and directly and tangibly assist them in achieving their business objectives.
- Appropriate use made of paid, earned and partner media channels to give best chance of right message reaching target audiences and generating desired response.
- Marketing and communications activity evaluated for effectiveness and reported. Insights applied in the development and delivery of future activity.
- Positive internal and external customer feedback received.
- 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 established.
- Brand fit to define core market territory.
- Delivery of aligned and approved integrated marketing and communications plans.
- Delivery of aligned and approved marketing and communications budgets.
- Delivery of aligned marketing and communications campaigns within budget.
- Timely delivery of all marketing projects to support business unit or cultural organisations key metrics
- Detailed action plans are created with phasing, outcomes and resources required for successful execution aligned to Tātaki Auckland Unlimited and the business unit's or cultural organisation's Statement of Intent objectives.
- Determine specialist execution partners required to successfully deliver outcomes.
- Determine, update and report performance via an agreed dashboard.
- The Tātaki Auckland Unlimited, Auckland and business unit or cultural organisation brand objectives and metrics are achieved.
- External specialist partner contracts are pre-approved and signed to achieve business unit or cultural organisation 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.
- Able to work flexible hours including evenings, weekends and public holidays, if required.
- 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.
- Politically astute.
- Team player, action orientated, can do attitude.



### Job Requirements

#### Qualifications

- Tertiary qualification in marketing, communications/public relations or business with a marketing/communications focus

#### Experience

- 7-10 years' + experience within a marketing and/or communication-focused role.
- 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, inc. contract management.
- Sound financial budget development and management.
- Project planning and delivery.
- Experience in a client-servicing role, such as within an advertising, PR, design or direct marketing agency, is desirable but not essential.
- Experience in the use of Microsoft Office - Word, Excel, PowerPoint, and Outlook, as well as Canva or Adobe Creative Suite (Photoshop, Illustrator) and collaboration platform Asana.
- Familiarity with digital marketing tools including Hootsuite, Google Analytics, Meta Business Suite is desirable



### Key Relationships

#### Internal

- Internal business unit and cultural organisation partners, product and service owners pan-organisation.
- Other teams in the Marketing, Communications & Growth rōpu inc. Brand & Creative, Content & Channels, Communications
- Other Auckland Council Group colleagues

#### External

- City stakeholders, including commercial organisations and business associations
- Industry stakeholders
- Marketing and media service agencies and suppliers
- Media partners
- Industry associations and networks
- 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:

Shelley Watson

Version date:

August 2025

Job function:

Job family:

Job:

DFA



Job framework

**Budgeted:**

- Opex:
- Capex:

**Unbudgeted:**

- Opex:
- Capex: