

# Position Description

<b>Position title:</b>	Marketing Executive	<b>Team:</b>	Auckland Live Campaigns
<b>Division:</b>	Tātaki Auckland Unlimited	<b>Reports to:</b>	Group Marketing Manager
<b>Department:</b>	Marketing and Communications	<b>Direct reports:</b>	N/a
<b>Unit:</b>	Auckland Live Marketing & Ticketing	<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 – Kia ora Tāmaki Makaurau.



**Role Purpose**

Tātaki Auckland Unlimited is responsible for marketing Tāmaki Makaurau Auckland to Aucklanders, businesses and the world. We are a council-controlled organisation (CCO) established to lift Auckland's economic well-being and enhance the region's performance as the growth engine of New Zealand's economy.

The key purpose of the Marketing Executive role is to support the Tātaki Auckland Unlimited marketing teams, providing support to deliver marketing campaigns and activities for an assigned portfolio of products and services for various audiences.

The Marketing Executive 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 Executive is assigned based on business priorities and may change over time.

In carrying out the role, the Marketing Executive will be required to work with key external marketing partners as well as internal teams and AU's centralised Marketing & Communications team.

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.

**Primary Portfolio:** To plan and deliver marketing campaigns for shows and events across Tāmaki Makaurau Auckland as directed by the Group Marketing Manager and the Marketing Manager to maximise revenue, grow new and existing audiences, and develop the **Auckland Live** and **Tātaki Auckland Unlimited** brands.



## Key responsibilities

### Marketing Execution & Support

- Implement marketing campaigns that support the business units or cultural organisations' marketing plan, working with external marketing agencies where required.
- Manage and implement smaller, ad hoc marketing campaigns where opportunities arise.
- Deliver marketing campaigns as cost-effectively as possible and monitor budgets.
- Execute marketing activities and collateral to support business unit or cultural organisations' KPIs such as brand awareness, revenue generation, memberships, audience and market, growth, sponsorship, event branding and ticket sales.
- Provide post-campaign analysis and reporting.
- SEO and SEM, monitor Google Paid search performance and if required work with agencies to make sure it performs well (analytics reporting)
- As required, maintain and curate content for business unit or cultural organisations channels such as websites, e-newsletters, digital screens and campaign social media in collaboration with Content & Channels plus appropriate performance metric reporting to identify efficiencies and opportunities.
- Identify opportunities for marketing activities and campaigns associated with marketing campaigns to grow recognition and understanding of TAU brands.

### Strategy, Planning & Knowledge


- Assist with the development of the marketing and activity plans and associated work programmes.
- Assist in developing and delivering strategies to grow specific audience segments including contribution to research projects.
- Research, monitor and report on market trends and competitor activity or benchmarking.
- Provide reporting to management and contribute to team and business planning as required.
- Manage relevant projects with other teams on a project basis to deliver high-quality innovative activities and projects as appropriate and directed.


### Stakeholder Management / Customer Service

- Build and maintain effective relationships, both internally and with industry marketing partners and stakeholders and internally TAU primary portfolio and Marketing & Communication Rōpū.
- Deliver exceptional customer service outcomes to external and internal stakeholders.
- Provide marketing support for stakeholder reporting and events.
- Leverage relationships with existing and new partners to coordinate paid and unpaid activities that contribute to the value of campaigns, i.e., media, social media, sponsors and industry contacts.

### Organisational Obligations

- Action the organisation's good employer obligations and equal employment bicultural policies and practices.


	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation's health and safety policy and procedures.</li> <li>• Promote activities and initiatives that assist the organisation achieve its vision and mission.</li> <li>• Promote one-organisation initiatives and action on these service characteristics.</li> <li>• 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.</li> </ul>
 <p><b>Outcomes</b></p>	<ul style="list-style-type: none"> <li>• Marketing campaigns are fully integrated, targeted and delivered on time and within budget.</li> <li>• Measure campaign performance for reporting and identify improvements for future campaigns.</li> <li>• Marketing collateral and tools are produced to a high standard and adhere to brand guidelines.</li> <li>• Channel content is fully integrated with campaign work, reports and performance recommendations made.</li> <li>• Business unit or cultural organisation has improved knowledge and understanding of the marketing planning process.</li> <li>• Marketing Executive builds strong relationships internally and externally with industry partners and stakeholders.</li> <li>• 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.</li> </ul>
 <p><b>Key skills</b></p>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills.</li> <li>• Strong attention to detail and project/time management skills.</li> <li>• Strong relationship-building skills.</li> <li>• Competent knowledge and experience of CMS.</li> <li>• Analytical and results driven.</li> <li>• Work effectively as an individual and as part of a team.</li> <li>• Ability to work under pressure on multiple tasks, show initiative and good judgement, prioritise and work to tight deadlines.</li> </ul>
 <p><b>Job Requirements</b></p>	<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Diploma qualification in marketing, communications and/or digital management required. Degree qualification preferred.</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• At least 3 years' experience in a marketing role or similar.</li> <li>• Planning and delivering time-lined and budgeted campaigns using a range of channels to market or similar.</li> <li>• Experience and knowledge of social media platforms, market trends and best practices.</li> <li>• Experience working with marketing and/or joint venture partners.</li> <li>• A broad understanding of segmentation and market research.</li> <li>• Attention to detail, ability to deliver on time and to specification, together with an ability and willingness to learn.</li> <li>• Strong self-management and personal organisational skills.</li> <li>• Proven practical problem-solving skills and a "can do" approach.</li> <li>• Excellent written and verbal communication skills.</li> </ul>

	<ul style="list-style-type: none"> <li>Ideally creative with an eye for design.</li> </ul>	
 <p><b>Key Relationships</b></p>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>Marketing and communications</li> <li>Internal partners, product and service owners pan-organisation.</li> <li>Other teams in the Marketing &amp; Communications Rōpū – Brand &amp; Creative, Content &amp; Channels, Communications</li> </ul>	<p><b>External</b></p> <ul style="list-style-type: none"> <li>Industry stakeholder</li> <li>Marketing and media service suppliers</li> <li>Agencies and suppliers</li> <li>Media partners</li> <li>Industry associations and networks</li> <li>Commercial and marketing partners</li> </ul>

**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.

<b>Approving manager:</b>	<b>Version date:</b>
Shelley Watson	April 2024

	Job function:	Job family:	Job:	DFA
 <p><b>Job framework</b></p>				<p><b>Budgeted:</b></p> <ul style="list-style-type: none"> <li>Opex:</li> <li>Capex:</li> </ul> <p><b>Unbudgeted:</b></p> <ul style="list-style-type: none"> <li>Opex:</li> <li>Capex:</li> </ul>