

Marketing & Communications Manager



Department	Strategic Development
Location	Destination Marlborough, Sinclair Street, Blenheim
Direct reports	Nil
Reporting to	General Manager, Destination Marlborough
Grade	15
Financial delegation	Ability to authorise expenditure from another person's budget

Department Overview

This position is within the Strategic Management Department. This department is responsible for setting, and delivering on, Council's overarching strategy; regional promotion; and improving Economic and Community Development. This includes Strategic Planning; Long Term and Annual Planning; Strategic Development; Monitoring & Performance; Destination Marlborough; Economic Development; and Events & Community Partnerships.

Purpose of the Role

Destination Marlborough (DM) is Marlborough's Regional Tourism Organisation (RTO).

DM is essentially a regional destination management, marketing and information service agency; its role is to attract visitors to Marlborough, build visitation to improve business sustainability, encourage visitors to stay longer and do more, and support the delivery of quality visitor experiences that will compel visitors to come back and send others.

The benefits of a vibrant and buoyant Marlborough visitor economy extend beyond those visitors who experience it. The range and service levels of tourism activities, products and infrastructure in the region are available for all Marlburian's to share and experience. A successful Marlborough visitor destination is key to fostering pride and enjoyment for residents, and for those that visit it encourages investment, migration, and opportunities for job growth resulting in an increased standard of living for all.

The purpose of the role is to:

- manage the delivery of Destination Marlborough's destination marketing programme to position Marlborough as an attractive visitor destination.
- manage the Marlborough brand and Brand story positioning the region as a compelling choice for visitor
- support all year-round travel with focus to drive visitation to Marlborough in the shoulder and winter months.
- manage the media hosting programme.

Key Responsibilities

Destination marketing programme	<p>Develop and implement the region's consumer marketing activity including campaigns, advertising, consumer shows and partner activity, for domestic and Australian markets.</p> <p>Document and maintain the domestic target market profiles and messaging for inclusion in the strategic plan.</p> <p>Oversee campaign development, partner collaboration, and advertising initiatives.</p> <p>Support the Trade Partnership & Digital Campaign Lead and Business Events Manager to develop key messaging for domestic and international target markets to support both trade and Business events education programme.</p> <p>Manage the acquisition of new video and still assets to support Marlborough's key selling points.</p>
Brand management	<p>Manage the regional assets and the usage of these assets.</p> <p>Manage Marlborough's destination brand, ensuring consistency across all platforms</p>
Media and communications	<p>Build and manage media relationships to secure unpaid coverage across traditional and digital channels.</p> <p>Develop and distribute story ideas, press releases, and marketing content.</p> <p>Plan and host media visits, ensuring alignment with key messaging and brand values.</p> <p>Track, report, and evaluate media coverage and public relations outcomes.</p>
Stakeholder engagement	<p>Partner with Tourism New Zealand, regional RTOs, marketing clusters (TOTS, CNZWT), Industry bodies, transport providers, and private sector partners on joint marketing activities.</p> <p>Actively encourage and support Marlborough tourism operators to use regional brand assets. Coordinate stakeholder communications and presentations.</p> <p>Supporting the General Manager with key communications including press releases and crisis management</p>
Financial management	<p>Apply commercial acumen and rigour to spend ensuring that required results are delivered within the allocated budget and if required corrective action is taken to ensure budget objectives are maintained and met.</p> <p>Work alongside General Manager to set budget for activities within scope and authorise expenditure within delegated limits.</p>

Unpaid media	<p>Collate and distribute story hooks, news snippets, upcoming events etc and send out to media on a regular basis considering long lead and short lead publication deadlines.</p> <p>Develop a media target list to support consumer marketing activity and drive editorial content inclusion.</p> <p>Respond to editorial requests and opportunities.</p> <p>Maintain and build media database.</p> <p>Manage media visits including itinerary planning, budgets, logistics and hosting where required.</p> <p>Collect & distribute of media clippings and coverage reports.</p> <p>Manage Tour Writer media content.</p>
Stakeholder management	<p>Manage relationships with Tourism New Zealand's brand, media, special interest and international PR teams.</p> <p>Manage partnership activity with airlines, ferry, train, rental car and motorhome companies, media outlets and commercial entities engaged in domestic and international marketing initiatives to drive Marlborough's destination message.</p> <p>Encourage local businesses to use the Brilliant Every Day assets.</p>
General	<p>Manage other consumer marketing projects as directed by the General Manager.</p> <p>Collaborate with the Digital Communications Manager to ensure the consumer marketing outputs from business plan are achieved.</p> <p>Maintain records, budgets and reporting deadlines.</p> <p>Adhere to the organisation's policies and procedures.</p>

Organisational Responsibilities

Continuous improvement

Challenge the status quo and continuously seek opportunities to improve services and processes.

Customer service

Relate with the public in a courteous and positive manner. Actively listen to understand and meet customer's needs.

Digital mindset

Have a "digital mindset" which allows you to approach situations with a digital focus, taking full advantage of the technology, information, and data available to us whilst ensuring operational outcomes, efficiency, and security aren't compromised.

Be aware that transformation comes not from a change of system or infrastructure but a change in mindset. Opening your mind to the idea of doing things differently can unlock the true range of possibilities.

Health, safety and wellbeing

Take ownership and responsibility for your own decisions and actions by proactively engaging in safe work practices that prevent injury; and look out for your colleagues, contractors, customers, and visitors.

Report hazards, injuries, illnesses, near-misses, unsafe practices, rules that don't work and other opportunities for improvement without fear or delay, so that we can all learn and share in the learning.

Co-operate with reasonable instructions and procedures.

Contribute to Council's ongoing safety improvement journey.

Make safety a priority and help lead the way!

Inclusion and diversity

Support an inclusive workplace - an environment where our employees feel safe, valued and respected; and have opportunities to contribute their perspectives, experience and talents to our organisation.

Support a diverse workforce (the visible and invisible factors that define us as individuals) by displaying an open-minded, non-judgmental attitude towards others.

Record management

Create and maintain all records of Council business (regardless of format) in approved corporate information systems, as per Council's information and data management policies and procedures.

Response in emergencies

Be available to assist during emergencies as and when they occur, working within your level of competence and training.

Risk management

Understand, report and manage operational and compliance risk. Familiarise yourself, comply with and give advice in accordance with Council's risk management policies and procedures.

Te ao Māori

Willingness to develop cultural competency; for example by developing an understanding of te reo Māori, tikanga Māori (Māori customs and practices), mātauranga Māori (Māori wisdom, knowledge and understanding) and Te Tiriti of Waitangi; and by engaging with Māori communities as required within your role.

Other duties

Take on any additional duties or special projects that may be assigned from time to time and ensure that these are performed effectively and efficiently.

Person Specification

Qualifications	<p>A Bachelor's Degree in marketing or communications preferred (minimum a National Diploma Level 6).</p> <p>Current New Zealand drivers' licence.</p>
Experience and knowledge	<p>Minimum 5 years in marketing, preferably in a destination marketing or brand management role.</p> <p>Proven marketing campaign management and delivery.</p> <p>Use of a range unpaid channels to communicate with a target audience.</p> <p>Dealing with diverse stakeholder groups to find common ground to achieve successful outcomes.</p> <p>Writing and editing for targeted audiences, particularly Consumer, to reflect brand tone of voice.</p> <p>Use of social media for business, primarily Facebook, Instagram and Twitter; including Facebook & Instagram advertising.</p> <p>Working in a co-operative team environment.</p> <p>Working to deadlines.</p> <p>Managing budgets.</p> <p>Ability to represent the organisation and the region in a wide range of situations.</p> <p>Excellent time management and decision-making skills.</p> <p>Highly competent using computer software including word-processing, spreadsheets, databases, email and Internet.</p> <p>Ability to manage multiple projects efficiently and to prioritise competing commitments.</p> <p>Effective relationship building skills.</p> <p>Proven record to work accurately and carefully with attention to detail.</p> <p>Adaptable and flexible to new technologies & systems.</p> <p>Addresses or escalates conflicting demands early.</p> <p>Disciplined record management and reporting.</p> <p>Ideally extensive knowledge of Marlborough's visitor offering.</p> <p>Desktop publishing/design experience.</p> <p>Photo and video editing experience.</p>

Core Competencies

Adaptability	Ability to maintain a calm, professional manner in challenging situations. Ability to operate effectively in a complex and changing environment.
Commitment to improvement	Enthusiasm for continually increasing knowledge and technical abilities. Enthusiasm for continuous improvement and efficiency in processes.
Communication	Excellent oral and written communication skills which are appropriate and relevant to the audience.
Customer focus	Excellent customer services skills. Ability to understand customers' needs via active listening.
Digital literacy	Ability to learn new technological skills essential for digital transformation and to think innovatively and embrace a perpetual learning culture. Motivation to use digital skills to create new opportunities.
Integrity	Ability to handle confidential or controversial information with discretion and professionalism. Takes accountability for own actions.
Interpersonal skills	Proven ability to work effectively in a team environment. Proven ability to develop relationships and work collaboratively with others.
Organisational skills	Strong personal prioritisation and time management skills. Ability to multi-task, prioritise, pay attention to detail and use initiative.
Problem solving and decision making	Considers risk factors in decision-making. Uses own judgement and experience to solve problems.

Strategic Framework

Vision	Marlborough is a globally-connected district of smart, progressive, high-value enterprises, known for our economic efficiency, quality lifestyle and wellbeing, caring community, desirable location and healthy natural environment.
Mission	We invest in Marlborough's future, our people, quality lifestyle and outstanding natural environment.
Values	<p>Council's values and behaviours are based on Respect, Professionalism and Integrity. Council is committed to an environment that supports professional development, an equal opportunities workplace and a positive culture.</p> <p>All staff are expected to endorse and support Council's Vision and Values and actively work to achieve them, behaving with the highest level of professionalism and integrity and exhibiting courtesy and impartiality towards colleagues and the community.</p> <p>Our values are:</p> <ul style="list-style-type: none">• We are open, transparent and collaborative.• We partner with tangata whenua iwi.• We involve and respect our many cultures.• We are innovative and strive for excellence.• We are adaptive and responsive to community needs.• We work in an environmentally sustainable manner.