

# Marketing Manager

**Reports to:** Head of Marketing & Brand

**Direct Reports:** Nil

**Team:** Marketing, Brand and Communications

**Date:** July

## Role Purpose

The purpose of this role is to develop and deliver marketing activities that promote and enhance Christchurch's image as a vibrant, attractive city for residents, workers, and visitors.

The marketing manager works in partnership and collaboration with other teams across the organisation, ensuring the city's story is weaved into campaigns and marketing activity to support economic growth and showcase Christchurch as a desirable place to live, work, and visit.

The marketing and brand team are responsible for developing and maintaining a consistent brand identity and managing marketing activity for all areas of the organisation.

You have proven marketing skills and experience in developing and implementing strategy. You excel in relationship management and are adept at managing multiple stakeholders.

## ChristchurchNZ Purpose Statement

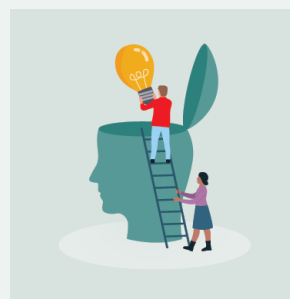
Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

## Who is ChristchurchNZ

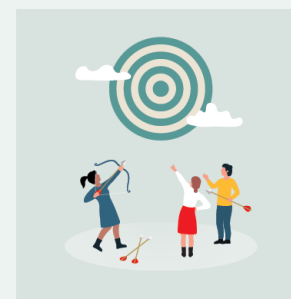
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

## What does the team do

Marketing, Brand and Communications employees tell compelling stories of Ōtautahi Christchurch, showcasing the city as a great place to live, visit, work, study and do business. Through our storytelling, we share authentic messages about Ōtautahi being a place of balance, with the goal to increase awareness of our remarkable city. We champion the city's brand and develop captivating campaigns and promotions that help our colleagues and partners achieve their business goals. Join us to tell better stories of Ōtautahi Christchurch.



We are Open



We are Purposeful



We are Together

## | What you will do

As part of the marketing and brand team, you will provide support in four key areas:

### **Strategy development and implementation**

You will facilitate and collaborate with cross-functional teams to develop and deliver marketing strategies, targeted campaigns and marketing plans that meet ChristchurchNZ's strategic goals. This includes producing and delivering annual marketing schedules to support delivery.

### **Marketing and brand activity**

You will be a key contact in the team to ensure a strong internal relationship between pillars, as well as external key stakeholders. You will collaborate on marketing outcomes, manage campaign development and delivery ensuring alignment with branding guidelines, develop creative and media briefs working with internal resources as well as external suppliers.

### **Project Management**

You will manage marketing projects to meet scope, timelines, and budget, and you will report on progress. You will maintain project plans, oversee presentations, enhance stakeholder engagement, coordinate meetings, prepare documents and reports, monitor contracts, and support team members to achieve project outcomes and contractual obligations.

### **Relationship management and communication**

You will connect internal teams for effective collaboration and take the lead in ensuring relevant teams are informed about marketing activities related to their area. You will attend various meetings, report consistently and build genuine relationships with peers, colleagues and stakeholders.

*Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.*

## | What you will have

- Tertiary qualification in marketing, public relations or a related field
- Experience developing and delivering marketing strategy, campaigns and plans
- A strong understanding of brand strategy
- Significant experience in marketing and communications project management oversight and budget management
- Experience in digital marketing
- Articulate and confident communicator with the capability to communicate with a diverse range of stakeholders at all levels
- Experience managing projects across multiple functions
- Able to juggle multiple projects and meet tight deadlines while paying impeccable attention to detail
- Experience reporting on key business metrics within projects

Preferred:

- Experience working in matrix organisation
- An understanding of economic development activity

## | Ways of Working

### PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

### SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

### MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

## | Working relationships

### INTERNAL

- Primarily within immediate team
- Collaboration with most of the organisation
- Influencing across most of the organisation

### EXTERNAL

- Transactional interaction with external stakeholders
- Influencing and/or negotiating with external stakeholders
- Final negotiations with external stakeholders

## | Financial Delegations

### BUDGET MANAGEMENT

- N/A
- Yes

### BUDGET OWNERSHIP

- N/A
- Yes

### BUDGET LIMIT INDICATION

- Nil
- Up to \$50,000
- Up to \$100,000
- Over \$100,000

*Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy*