

## Position Description: Marketing Manager

<b>Title:</b>	Marketing Manager
<b>Reports To:</b>	Chief Executive
<b>Location:</b>	57 Kilmore Street, Christchurch
<b>Date Completed:</b>	December 2021
<b>Internal Relationships:</b>	Chief Executive, Finance Manager, Business Advisory Manager, Customer Experience and Partnership Manager, EA to CEO and Executive Team, Customer Experience and Support Co-ordinator, Customer Experience and Partnership Coordinator, Event Manager, Learning & Events Designer, Marketing Specialist, Communications and Advocacy Advisor, Business Advisor – Manufacturing, Business Advisors – RBP, Skills Connect Advisor, Business Advisor – International Trade Advisor, HR Consultant, H&S Consultant
<b>External Relationships:</b>	Members, customers, potential members and customers, BusinessNZ Network, Other Chambers, external brand and marketing agencies and suppliers
<b>Direct Reports:</b>	Marketing Specialist, Communications and Advocacy Advisor

## Purpose of Customer Experience and Partnership Manager

### Background:

As a member of the Executive Team, the Marketing Manager contributes to the overall delivery of The Chamber's Strategy, leads and supports the development of a strong and healthy organisational culture and models The Chamber values.

Our members and customers are at the centre of everything we do. Adding value and making an impact alongside a strong brand, awareness of our services and customer engagement, is key to our success.

The Marketing Manager leads the marketing, communications and advocacy function working in conjunction with the Executive Team on the overall delivery of The Chamber's Strategy.

Ensuring The Chamber is top of mind for business support is central to this role. This will be achieved through effective and timely marketing and communications across the wider business community, along with the role we play in advocacy. Creating a strong profile and awareness of the membership proposition and broader service offering through effective and timely marketing and communications that gets cut through will result in strong membership acquisition, retention, and engagement in our services.

This role is responsible for delivery of the marketing and communications function for The Chamber. This will be done through effective planning of a content calendar, a marketing plan and working across the team to ensure all parts of our service offering are included in our marketing and communications. This will include a range of methods from social, to print – generic and targeted marketing communications, strong media engagement and our regular submissions on key issues impacting business.

### Position Objectives:

- To ensure we have a well-coordinated and executed marketing plan and content calendar to maximise member and customer engagement and cut-through which includes a range of channels that resonate with our wide member and customer base and potential members and customers
- The Chamber continues to have strong profile through media engagement, published articles and speaking opportunities

- Our communications are relevant, timely, tailored, targeted, and well read by our members by leveraging our data and the use technology
- Our website contains up to date, relevant information, is easy to use and acts as a conduit to our services and therefore drives member and customer engagement
- Our advocacy is well positioned and received and reflects our members voice on key issues impacting Canterbury business

**The Role will include the Following Areas of Responsibility:**

- Marketing
- Communications
- Public Relations
- Brand
- Advocacy
- Website
- Special Projects
- Financial Management
- Executive Leadership

**Direct Reports:**

The following positions report to this role:

- Marketing Specialist
- Communications and Advocacy Advisor

This role will work very closely with other subject matter experts across the organisation and our Westpac Champion Business Awards ensuring that activities are well co-ordinated for maximum marketing and communications impact and align with our strategy.

## Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPI's) which will be discussed and agreed with you upon commencement include:

**Marketing**

- Develop, communicate and deliver an annual marketing strategy for the organisation including the development of the annual organisational marketing plan and budget to drive membership growth and business engagement
- Ensure our marketing strategy and plan and its execution has a clear focus on digital marketing as customers appetite for more digital content continues to grow
- Develop, communicate and execute an annual content calendar to ensure we have full oversight of key dates and activities across the organisation so the team are across and can plan their workloads
- Lead projects and campaigns that will result in increased efficiencies and effectiveness of our marketing activity
- Manage and further develop The Chamber's digital and social channels including putting together quality control criteria so others in key roles can also update as required
- Lead the Marketing team to work across the organisation to develop and implement marketing campaigns to support training, events, advisory, consultancy, government contracts and new projects
- Work across the organisation to ensure provision of appropriate marketing support
- Work with the Customer Experience Team to develop campaigns that drive new member acquisition and member retention
- Be a key contact for The Chamber with external creative and media agencies
- Utilise a variety of tools to ensure The Chamber understands the needs of current and prospective members, including understanding business trends and issues
- Measure and report on the effectiveness of marketing activity against key objectives
- Monitor and manage our competitor landscape
- Work with the Customer Experience and Partnership Manager to ensure that the needs of our partners are well considered in the development and delivery of marketing activity.

**Communications**

- Oversee the coordination, via the Marketing Specialist, of the electronic communications (eDM) and social media schedule from the marketing plan and content calendar
- Contribute to the development and review of content; ensuring that this is well integrated across the full-service suite
- Analyse and provide regular reports to the Executive Team and subject matter experts on our communication effectiveness
- Contribute to and continue to grow our profile through external publications through writing articles to promote the Chamber membership proposition and specific services.

**Public Relations**

- Be across key issues in the external environment where there are opportunities for The Chamber to be involved from a public relations perspective
- Contribute to press releases in consultation with the Communications and Advocacy Advisor and the CEO and work to leverage this activity across campaigns as appropriate
- Respond to 'hot off the press' information and ensure appropriate channels of dissemination to members.

**Brand**

- To ensure all marketing collateral including our website, communications and customer experience are on brand
- Developing, maintaining a set of marketing templates for Chamber use - word, ppt
- To work with an external agency on branding as required and ensure they are provided with clear scopes/briefs, quotes are received and work undertaken within scope, budget and delivered on time
- To develop Project Plans for the Brand Review and Refresh Project, and the New Website Rebuild Project
- To identify the resources and expertise required both internally and externally and the associated costs to be built into the Project Plan for sign-off
- To identify areas of input from other team members, and manage staff input/engagement process
- Deliver the Brand Review and Refresh Project on time, on scope and within budget which will include a rollout and implementation plan.

**Advocacy**

- To oversee the advocacy work of the Communications and Advocacy Advisor ensuring this is on brand, ensuring our positions are reflective of our member voice and business community.

**Websites**

- To oversee, alongside the Marketing Specialist, The Chamber's website and any affiliated websites and other digital assets including production of content
- Deliver the New Website Rebuild Project on time, on scope and within budget which will include a rollout and implementation plan
- Ensure our future website is well integrated with our CRM, is the central platform for our digital content and drives member engagement
- Consult with the team to scope and understand functionality issues of the current website
- Manage the refresh of the existing website as required.

**Special Projects**

- To lead the Brand Review and Refresh and Website projects as part of our Transformation Programme
- To monitor and report on the Brand Review and Refresh and Website Project milestones, variances and any issues to the Transformation Programme Manager as required
- To lead regular pulse surveys to identify key issues our members and customers are facing and analyse results and provide across the team to help inform future service design and delivery
- To lead other projects from a marketing and communications perspective as required.

**Financial Management**

- Work with the Finance Manager to develop the annual Marketing budget considering the membership growth forecast and with input across the Team
- Contribute to the development of the annual business plan and report quarterly on progress with any major variances reported monthly to the Finance Manager

- Identify any major variances monthly against the annual marketing budget and report to Finance Manager with recommendations as required
- Develop, monitor and report to the Transformation Programme Manager against the Transformation Project budgets
- Achieve objectives as outlined in the business plan and budget.

#### **Executive Leadership**

- Contribute to and deliver against the annual Executive Team Workplan
- Develop alongside the Board our annual strategy and operational plan working with direct reports to ensure strong engagement and buy-in
- Lead HR activity with direct reports which includes recruitment, induction, performance and engagement
- Keep team members informed of all relevant organisational information and involve them in generating ideas and planning for effective delivery
- Support team members with workload planning and prioritisation and in identifying development opportunities and arranging appropriate professional development
- Contribute input into the development of staff engagement survey topics
- Lead positive culture and values and wellbeing across the organisation
- Represent the Chamber through stakeholder engagement.

#### **General**

- Work with the Marketing Team to provide market intelligence and insights that inform the design of services that meet customer need and continuous improvement of service delivery
- Represent The Chamber and our brand externally at networking and speaking opportunities
- Promote and actively encourage membership growth through identifying and actioning membership acquisition and retention opportunities
- Operate within the agreed Strategy/Operational Business Plan and Budget
- Identify and act on opportunities that support our strategy
- Any other duties that may arise as the position develops.

#### **Corporate Responsibility**

- Create and maintain information and appropriate Chamber management systems
- Promote a positive and professional image of Chamber at all times
- Represent the Chamber as appropriate
- Engage in appropriate stakeholder liaison
- Understand and implement the Chamber values of ‘We are Real, We Own It, We Focus on Impact and We ❤️ Our Customers
- Ensure you understand and adhere to all Chamber Policies including the Chamber Health and Safety Policy, which involves actively contributing towards the Chamber’s commitment to the safety and wellbeing of our fellow staff and our members at all times
- This role involves regular contact with the public which creates an increased likelihood of infection from transmissible illnesses. Therefore, risk mitigation under our health & safety policy requires the use of masks, physical distancing and vaccination is recommended to maintain safety.

### **Key Competencies/Knowledge/Skills and Experience**

	<b>Required</b>	<b>Desirable</b>
Minimum of five years’ experience in marketing and communications roles which have included a strong focus in implementing digital functions: eDMs, social media, website and other platforms	✓	
Minimum of five years’ team leadership experience with excellent communication and people skills	✓	
Strong previous experience in digital marketing and producing content that gets cut through and engagement	✓	
Proven experience in developing brands that tell the story of the organisation and the reflect value proposition	✓	

A strong customer service ethic with the ability to see and act on trends in customer engagement	✓	
Strong business acumen and a good understanding of the key drivers of business success and the Canterbury economy	✓	
Previous responsibility and experience in financial and budget management	✓	
Previous experience gathering and analysing data to drive decision making and ultimately, growth	✓	
Previous experience and some technical understanding of customer relationship management systems and website integration		✓
Previous experience working with and negotiating with creative agencies and suppliers to work within an agreed scope and budget		✓
Experience in membership-based organisations, membership recruitment and retention		✓

## Personal Attributes

Personal Attribute	Characterised by:
<b>Organisation centric</b>	<ul style="list-style-type: none"> <li>▪ Acts with integrity putting the organisation at the centre of decision making</li> <li>▪ Seeks continuous improvement for the organisation and our customers</li> </ul>
<b>Curious</b>	<ul style="list-style-type: none"> <li>▪ Asks questions and seeks others' input</li> <li>▪ Explores ideas, reads widely and talks with others to understand the business landscape more deeply</li> </ul>
<b>Courage</b>	<ul style="list-style-type: none"> <li>▪ Has honest open conversations and listens as much as they talk</li> <li>▪ Take calculated risks</li> <li>▪ Willing to be vulnerable</li> <li>▪ Has honest conversations even when it's hard</li> </ul>
<b>Transparent</b>	<ul style="list-style-type: none"> <li>▪ Communicates openly</li> <li>▪ Shares information broadly</li> </ul>
<b>Target and goal oriented</b>	<ul style="list-style-type: none"> <li>▪ Sets up and maintains processes and systems to be able to monitor and measure progress against targets</li> <li>▪ Driven by results</li> </ul>
<b>Collaborative</b>	<ul style="list-style-type: none"> <li>▪ Prioritises collective thinking and planning upfront</li> <li>▪ Shares ideas and actively seeks and values the ideas and input of others</li> </ul>
<b>Prioritises well</b>	<ul style="list-style-type: none"> <li>▪ Able to influence others to assist in meeting targets and obligations</li> <li>▪ Ensuring others in the team are clear on what is required to meet obligations and deadlines for delivery</li> <li>▪ Meets deadlines and communicates well in advance when there is a challenge</li> <li>▪ Works with others to ensure alignment on collective priorities</li> <li>▪ Is comfortable parking a task or even saying no to tasks or opportunities where there are greater needs elsewhere</li> </ul>
<b>Strong relationships</b>	<ul style="list-style-type: none"> <li>▪ Healthy and strong internal relationships are developed and maintained to set our people up to succeed</li> </ul>
<b>Leadership influence</b>	<ul style="list-style-type: none"> <li>▪ High level of team engagement</li> <li>▪ Continuous improvement culture in the team</li> <li>▪ Team members take ownership and understand how their work adds value and is aligned to our strategy</li> <li>▪ Models desirable behaviours and encourages others to do the same</li> <li>▪ Healthy and strong internal relationships are developed and maintained to set our people up to succeed</li> </ul>

**Customer focus drives their decision making**

**Challenges ideas and contributes new thinking**

- New product or service delivery ideas are evaluated against known or anticipated customer need
- All decisions take a customer lens before they are made
- Uses appropriate platforms (or creates them) to encourage contributions from others
- Uses smart questioning and other techniques to challenge, explore and build on the ideas from others and is not afraid to suggest a change of direction or the close off of an idea
- Comes prepared for meetings and planning session with ideas for improvements to existing delivery and/or new ideas to test