

Job Description

Position Title:	General Manager – Marketing, Brand & Communications
Reports To:	Chief Executive Officer
Direct Reports:	TBC
Status:	Permanent Full-time
Date:	January 2018

ChristchurchNZ **MISSION:**

Ignite bold ambition for Otago-Christchurch

Create excitement

Connect change makers

Grow confidence

ChristchurchNZ **PURPOSE:**

ChristchurchNZ will support prosperity, opportunity and a great quality of life in Christchurch and Canterbury providing leadership and integration with the following priorities:

- Developing a strong positive city profile and promoting the city to residents, national and international audiences
- Attracting visitors, migrants, students, new business and investment through integrated marketing, major events and conferences
- Ensuring the business environment supports successful and sustainable enterprise and encourages creativity and innovation

Christchurch NZ **PILLARS OF ACTIVITY:**

1. **Innovation and Business Growth:** Create and grow an innovation and business growth eco system
2. **Strategy, Insights and Policy:** Provide economic strategy, insights and policy knowledge to internal and external 'customers'
3. **Destination and Attraction:** Enhance Christchurch as a Destination and Gateway through major attractions, major events, destination management and industry liaison. Grow industry capability
4. **Marketing, Brand and Communications:** Promote all organisational activity and the Destination maximising connection with high-value audiences with an emphasis on 'bold ambition'
5. **Corporate Services:** Provide core support to ChristchurchNZ and its subsidiaries
6. **Revenue and Commercial Partnerships:** Grow and diversify revenue. Grow commercial partnerships and sponsorships. Maximise access to public and private sector revenue streams

Job Purpose

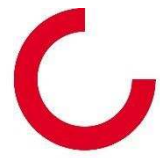
The key purpose of this position is to maximise connection with high value audiences. The Marketing, Brand and Communications team will participate in the strategic development of all ChristchurchNZ activity, be the primary source of the brand voice and maximise reach and connection to high value audiences. The team will focus on promoting Christchurch as a destination for all visitors and migrants focusing on leisure, innovation, business, science, research and education sectors. This team is responsible for championing the Christchurch Narrative on behalf the city.

The General Manager – Marketing, Brand & Communications is responsible for:

- Leading the creative and strategic development of all ChristchurchNZ marketing and brand activity
- Owning the brand strategy for all ChristchurchNZ platforms, products and services
- Leading the development and implementation of the City Narrative
- Promoting all activity and maximising audience connection and effectiveness
- Engaging with internal and external stakeholders to promote and leverage the ChristchurchNZ brand owning the story and driving connection with the audience
- Partnering in the collective oversight of the following City Strategies: Christchurch Visitor Strategy, Christchurch Economic Development Strategy, Major Events Strategy, Antarctic Strategy, and the City Narrative
- Providing courageous leadership to ensure all decision making and activity is tested against our mission to ignite bold ambition in Otautahi-Christchurch significantly benefiting social, cultural, economic and environmental benefit to Canterbury
- Leading and growing the effectiveness of the Marketing, Brand and Communications team

Key Accountabilities

Leadership	<ul style="list-style-type: none"> • Grow an engaged culture through inspirational leadership that embraces the spirit of our people and ensures our team are inducted, trained and interacted with to a standard worthy of the trust Otautahi-Christchurch and the greater Canterbury region has placed in us • Lead and drive a culture of bold ambition that is not afraid to challenge the status quo and execute our mission of igniting bold ambition internally and externally • Grow a culture that embraces diversity and the spirit of our people including Mana Whenua and Maoritanga • Participate in strategic senior leadership forums contributing to the development of the organisational direction • Provide direction, motivation, training, performance management and career development of direct reports in order to achieve and exceed organisational goals
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	<ul style="list-style-type: none">• Build an engaged culture of safety and wellness that is maintained both at work and in any environment in which the organisation could be considered to be operating within current legislative framework• Ensure all team members use appropriate business planning tools following organisation information management guidelines including the CRM and project management software
Marketing and Brand Strategy	<ul style="list-style-type: none">• Lead participation in local, national and global networks and partnerships• Deliver the key vision of ChristchurchNZ to 'Ignite bold ambition for Otautahi Christchurch' through active, targeted, strategic marketing and communications and strategic and tactical brand development• Develop a brand strategy for all current and existing ChristchurchNZ platforms, products and services• Assist with the strategic planning process for the business by identifying research requirements, highlighting key market opportunities and developing business plans that deliver on ChristchurchNZ's strategic goals and are aligned with budget parameters• Maintain current knowledge of market/competitor/industry trends, changes and best practice – capturing and implementing relevant learning for ChristchurchNZ• Lead appropriate networks and industry partnerships that are relevant to ChristchurchNZ's strategic intent• Define the ChristchurchNZ 'narrative' and communicate this story to the identified audiences via tactical media platforms• Develop and implement a strategic marketing and brand plan with specific growth goals across the core pillars of Innovation & Business Growth, Destination & Attraction, and Strategy, Insights & Policy• Work in partnership with the Revenue and Commercial Partnerships Manager to maximise revenue opportunities• Lead the Christchurch narrative on behalf of the city in conjunction with city partners
Marketing, Communications and Promotional Activities	<ul style="list-style-type: none">• Oversee all marketing and promotional campaigns, PR initiatives and trade marketing activity, ensuring adherence to the overall ChristchurchNZ strategy and delivery that is within budget and on time• Ensure all ChristchurchNZ platforms, publications and content are relevant, targeted, consistent with our brand profile and reach the widest possible relevant audience, and are consistent with ChristchurchNZ brand strategy and the City Narrative



	<ul style="list-style-type: none">• Ensure the visiting media programme supports ChristchurchNZ's campaign and brand goals and delivers effective results in respect to audience reach and targeting• Lead the trade marketing strategy for ChristchurchNZ ensuring key messages are delivered within target trade markets• Establish a core performance dataset that delivers effective performance measurement of ChristchurchNZ's marketing and communications work• Identify research needs to enable ChristchurchNZ to clearly define market requirements and implement appropriate tactics to achieve goals• Manage reputational risk and respond in an effective and efficient manner• Develop, implement and review major marketing campaigns in target markets• Ensure the ChristchurchNZ brand and logos are proactively protected and universally maintained• Enhance ChristchurchNZ's capacity and capability to promote major Christchurch based events and develop and deliver an annual promotion plan• Oversee all communication across social media and ensure monitoring of social media outlets for communication pertaining to ChristchurchNZ• Ensure proactive strategic communications activity and timely tactical responsive activity to maximise traditional and social media reach• Ensure media queries are handled quickly and transparently and serving the public interest is central to decision making• Ensure openness and organisational transparency is considered with regard to all communications decision-making
Internal and External Stakeholder Engagement and Management	<ul style="list-style-type: none">• Lead a performance focused philosophy to supplier negotiation and management including ensuring effective communication to all suppliers• Deliver extra benefits to ChristchurchNZ's Business Partners by creating opportunities to promote partner services• In conjunction with other SLT members, ensure all partnership programmes are appropriately promoted and are aligned with ChristchurchNZ's brand strategy• Maintain effective communication with campaign partners and industry stakeholders on all campaign plans, opportunities and results



	<ul style="list-style-type: none">• Interpret market trends and advise industry stakeholders on emerging demand trends and product development opportunities• Effectively share market insights and strategic goals and plans with industry partners and stakeholders• Attend, or ensure an appropriate ChristchurchNZ representative attends, all relevant networking and business functions to further strategic industry contacts and increase ChristchurchNZ brand familiarity• Ensure our people are our primary ambassadors and fully understand our strategic and tactical priorities and can easily communicate our purpose and the value we provide• Work with stakeholders to ensure they are kept up to date with relevant information, regulations, issues and opportunities ensuring positive outcomes• Adhere to and work within the Local Government Official Information and Meetings Act 1987• Ensure strategic and tactical successes are communicated and understood across the organisation through consistent communication to all staff
Team Management & Development	<ul style="list-style-type: none">• Ensure all staff have a clear understanding of their roles and responsibilities, developing a highly effective and motivated team• Ensure all staff are inducted and trained in organisational standards creating a culture that aims to invigorate, motivate and grow our people enabling them to do their very best work and develop throughout their careers• Lead regular operational team meetings to ensure all staff are briefed in a timely manner on organisational goals, business priorities and operating procedures, and other relevant information to the wider ChristchurchNZ teams• Establish training and coaching programmes that are focused on optimising team performance, enhancing specialist knowledge and encourage staff to continuously develop skills• Engage in robust 1:1 conversations with direct reports on a regular basis• Drive the recruitment of additional team members as required• Ensure members of the team positively contribute to cross functional project teams
Financial	<ul style="list-style-type: none">• Define ChristchurchNZ's marketing and brand budget, and regularly report on this to the Board and CEO• Prepare budgets and manage financials within delegated authority and assigned budget



	<ul style="list-style-type: none">• Prepare monthly financial reports in line with agreed measures• In conjunction with the Finance Team, ensure that commercial acumen and financial 'know how' are key competencies within the Marketing, Brand and Communications team
Corporate Responsibility	<p>Networking</p> <ul style="list-style-type: none">• Seek out and develop appropriate professional relationships in order to further ChristchurchNZ's purpose by encouraging community engagement and connections• Utilise the CRM to enable effective stakeholder management processes <p>Sustainability</p> <ul style="list-style-type: none">• Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost• Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programmes <p>Operational Compliance</p> <ul style="list-style-type: none">• Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role• Maintain performance measurement records accurately and effectively utilising the appropriate business systems• Ensure all agreements are fulfilled and expectations are met or exceeded• Preparing monthly management reports in a timely and accurate manner• When appropriate, utilise the PMO to ensure effective delivery of projects and contracts that are aligned to organisational priorities and deliver value for money• Approve payments and spending in line with the delegated authority associated with this role• Promote a positive and professional image of ChristchurchNZ at all time• Effectively assess and mitigate risk and ensure a "no surprises" expectation across the organisation
Personal Development	<ul style="list-style-type: none">• Be responsible for your own professional development• Attend relevant and value adding professional courses and programmes in consultation with the CEO

Key Relationships/Customers/Clients

Internal Relationship	Nature of the Relationship
All ChristchurchNZ staff and contractors	Working in collaboration to achieve business objectives
ChristchurchNZ Board	Liaise with
External Relationship	Nature of Relationship
Private sector business, locally, nationally and internationally	Liaise with
Christchurch City Council	Liaise with
Ngai Tahu	Liaise with
Government ministries	Liaise with
Local government entities	Liaise with
Industry bodies	Liaise with

General

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, if asked to do so.

Qualifications, Knowledge and Experience Specification

Successful track record in marketing and brand management at a senior level (minimum of 7 years)
A marketing and/or communications degree (minimum)
The ability to clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain messages
Well developed understanding of targeting consumers online, strategic marketing, digital marketing, search engine optimisation, behavioural targeting of consumers and web performance measurement
Knowledge and experience within media, communications and campaigns sectors
Demonstrated commercial and financial acumen at a senior management level
Established understanding of best in class communications and marketing strategies necessary to improve performance in the Identified target sectors, including leisure and tourism
Established track record building and maintaining healthy mutually beneficial stakeholder relationships
Proven track record of success in building and leveraging marketing partnerships and implementing innovative marketing strategies
Demonstrated understanding of the principles and delivery of effective leadership and performance management
The ability to clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message



Strong business acumen with the demonstrated ability to manage a P&L
The proven ability to read and relate well to a variety of people, including the ability to build effective staff, peer, manager and external stakeholder relationship
Effective writing skills (including report writing and writing for web)
Proficient use of office technology and strong written and verbal communication skills

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