

ROLE SUMMARY

Role title:	Content Marketing Advisor (fixed-term)
Reports to:	Content Manager
Direct reports:	Nil
Date:	April 2026
Purpose of role:	<p>To create a thriving Wellington region for all, building and enhancing the reputation of Wellington as a great place to visit, work, live, do business and invest.</p> <p>The Content Marketing Advisor will play a key role in WellingtonNZ's work to support local businesses and communities, delivering targeted campaigns and content initiatives that drive footfall and spend across Wellington's city centre and suburban neighbourhoods and increase local pride.</p> <p>This role has a strong focus on engaging Wellington residents through owned and paid channels, particularly email marketing and paid social, to influence real-world behaviour. The role will work closely with our City Business Support team to engage with local businesses to identify opportunities to create content that drives positive economic outcomes encouraging people to explore their city, attend events, and support local.</p> <p>This role is fixed-term to 30 June 2027 due to time-limited business support funding allocated through Wellington City Council.</p>

ROLE DESCRIPTION

Key responsibilities: specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/Tasks
Oversee and deliver content marketing campaigns	<ul style="list-style-type: none"> • Provide dedicated content support for initiatives focused on local business activation that stimulates spend and drives increased community engagement. • Plan and execute campaigns across key channels, with a strong emphasis on email marketing and paid social. • Write and publish website content to support campaigns, improve discoverability, and provide clear calls to action. • Ensure all activity aligns with the WellingtonNZ brand while remaining locally relevant, timely and practical. • Use insights and data to inform campaign development, identify target audiences, and optimise performance. • Measure campaign effectiveness and continuously refine activity to improve outcomes. • Identify opportunities to align with wider WellingtonNZ campaigns where appropriate.
Stakeholder and relationship management	<ul style="list-style-type: none"> • Work in close collaboration with the WellingtonNZ City Business Support team and WCC stakeholders as required • Build relationships with local businesses to understand their challenges and opportunities, and translate these into marketing activity that drives visibility, customer engagement and spend • Provide proactive and regular communications with key partners and stakeholders, and deliver timely campaign updates and reports. • Work collaboratively with the Destination, Marketing and Communications team to drive the delivery of marketing, media, PR, content, and digital elements as needed. • Maintain productive relationships with external agencies and suppliers such as media agencies, creative partners, and graphic designers.

Budget planning and administration

- Ensure all spending is planned, tracked and reconciled on an ongoing basis, and invoices coded correctly.
- Adhere to best practice and seek appropriate financial approval when planning and executing content and marketing components of budget/s, as needed.
- Ensure all relevant and required information is entered into SharePoint and Teams.
- Adhere to our standard operating procedures and policies while being willing to offer ideas and new initiatives that can improve business processes and customer delivery.

Brand management

- Be a champion and a custodian of WellingtonNZ's brand ensuring all marketing and communications activity have a consistent look and tone of voice.
- Ensure appropriate logos, imagery, copy and colours are used.

Health, safety, wellbeing and compliance

- Take an active role in identifying and mitigating any health and safety risks to yourself and others.
- While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others.
- Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance.
- Report any potential hazards or risks to health and safety or the environment as soon as is possible to take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
- Initiate the necessary documentation required for offsite work (e.g. RAs) and ensure documentation is completed and signed off at least 48 hours prior to the activity beginning.

WellingtonNZ collaboration

- Maintain a 'WellingtonNZ-wide' perspective with your work.
 - Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required.
 - Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects
 - Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.
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Job outcomes: visible and measurable evidence of success in the role.

Outcomes/results	Target measure
To be determined with your manager	

Competencies: specific skills, trails and competencies necessary to be successful in the role.

Competency	Description of competency
Functional skills and experience	<ul style="list-style-type: none"> • 3+ years' experience in content production and marketing, including end-to-end campaign delivery • Experience with email marketing platforms • Experience with paid social media platforms (e.g. Meta Business Suite) • Exceptional communicator with an emphasis on writing content for digital channels. • Technical ability in marketing including highly advanced computer skills, project management, content management and design (including Canva and/or Adobe Creative Suite). • Proven relationship and partnership management experience – internally and externally. • Relevant tertiary study. • Full clean drivers' licence
Creating a vision	<ul style="list-style-type: none"> • Understanding the strategic context • Challenging the status quo

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- Accepting challenges
 - Committing to the vision.

Leading with purpose

- Living our values
- Having the courage to question and speak up
- Adapting your style to meet individual needs.

Making things happen

- Giving timely and constructive feedback
- Staying close to the issues
- Collaborating for better decision-making
- Recovering quickly from setbacks.

Building an awesome team

- Valuing uniqueness and differences in others
- Trusting others
- Sharing information, collaborating and helping others.

Being authentic and inclusive

- Recognising your own strengths and areas for development
 - Asking for and responding positively to feedback
 - Questioning and challenging others with respect
 - Owning your mistakes.
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Values: our purpose and values which bring to life WellingtonNZ's aspired culture.

Purpose	To make the Wellington region thrive as a place to live, visit, study, work, do business, and invest
Better together	<ul style="list-style-type: none">• We are collaborative• We back each other• We celebrate our differences and experiences• We create and share ideas together• We focus on teamwork and empower individual brilliance
Passionately curious	<ul style="list-style-type: none">• We are brave• We think differently and give it a go• We seek to understand before being understood• We embrace the possibilities of tomorrow
Choose joy	<ul style="list-style-type: none">• We bring and share joy in our work everyday• We celebrate our wins and learn from our losses• We have fun and get the mahi (work) done• We give praise and recognition