

## PART A: JOB SUMMARY

To provide clear goals, expectations and feedback so that each member of the team can significantly multiply their contribution to WellingtonNZ and to their own success.

<b>Name of role:</b>	Campaign Manager
<b>Reports to:</b>	Marketing and Brand Manager
<b>Direct Reports:</b>	Nil
<b>Date:</b>	September 2024
<b>Purpose of the job:</b>	<p>To create a thriving Wellington region for all by building and enhancing the reputation of Wellington as a great place to visit, work, live and invest.</p> <p>You will work in partnership with stakeholders, partners and colleagues to develop and deliver marketing campaigns and projects across a broad range of WellingtonNZ programmes. You will identify and analyse market opportunities, areas for growth, target audiences and targeting strategies using a combination of creative thinking and flawless delivery to deliver practical results, opportunities and value for the Wellington region.</p>

## PART B: JOB DESCRIPTION

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

Area of responsibility	Actions/ Tasks
<p><b>Oversee and implement marketing campaigns and projects for WellingtonNZ</b></p>	<ul style="list-style-type: none"> <li>• Develop campaign strategies in collaboration with the GM of Destination, Marketing &amp; Communications, Marketing and Brand Manager, and colleagues who are subject matter experts.</li> <li>• Responsible for a selection of marketing campaigns and projects – managing the planning and development, budgets, briefing and delivery.</li> <li>• Ensure marketing activity is aligned to the WellingtonNZ brand and builds Wellington’s reputation as a great place to visit, live, work and invest.</li> <li>• Measure the success of campaigns and projects, adjusting the mix where necessary to improve campaign efficacy.</li> <li>• Define the insights and shape the brief to ensure campaigns are targeted, have clear objectives and deliver measurable outcomes.</li> <li>• Work with the Digital and Content team to develop digital and retargeting components of campaigns.</li> <li>• Work with the Communications and Content teams to leverage editorial media / influencer opportunities for relevant campaigns, and deliver the required digital/social content.</li> <li>• Think creatively and challenge the status quo to ensure campaigns generate high engagement, and deliver strong results and positive impacts for Wellington.</li> <li>• Work closely with Destination, Marketing &amp; Communications colleagues to develop and deliver components of campaigns, and actively seek opportunities for alignment across projects.</li> <li>• Work with internal stakeholders, the chosen creative agency, media partners and/or media agencies to develop and deliver components of campaigns, as appropriate.</li> </ul>
<p><b>Brand management</b></p>	<ul style="list-style-type: none"> <li>• Be a champion and a custodian for WellingtonNZ’s brand, ensuring all marketing and communications have a consistent look and tone of voice.</li> <li>• Ensure appropriate logos, imagery, copy and colours are used.</li> </ul>
<p><b>Stakeholder relations</b></p>	<ul style="list-style-type: none"> <li>• Maintain proactive and regular communications with partners and deliver campaign updates and reports.</li> </ul>

	<ul style="list-style-type: none"> <li>• Further WellingtonNZ’s partnerships and relationships with central and local government agencies, Wellington businesses and local personalities relevant to your role.</li> </ul>
<b>Maintaining relationships and supporting others</b>	<ul style="list-style-type: none"> <li>• Develop and maintain good working relationships with a diverse group of stakeholders including WellingtonNZ staff, commercial businesses, central/local government, sponsors, partners, and suppliers.</li> <li>• Manage and build positive relationships with external agencies, suppliers and partners.</li> <li>• Proactively work across all economic development areas of tourism and tell the story of Wellington being a vibrant, lively and prosperous place to live, work, visit and invest.</li> <li>• Be flexible and help out wherever it may be required to deliver WellingtonNZ's objectives across all of WellingtonNZ.</li> </ul>
<b>Budget Management and Administration</b>	<ul style="list-style-type: none"> <li>• Ensure all relevant and required information is saved into SharePoint.</li> <li>• Adhere to best practice financial management, seeking approval as required and ensure all spending is planned, tracked and reconciled on an ongoing basis, and all invoices are correctly coded.</li> <li>• 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.</li> <li>• Any other reasonable tasks as required.</li> </ul>
<b>Health, safety, wellbeing and compliance</b>	<ul style="list-style-type: none"> <li>• Take an active role in identifying and mitigating any health and safety risks to yourself and others</li> <li>• 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</li> <li>• Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance</li> <li>• 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</li> <li>• 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.</li> </ul>
<b>WellingtonNZ collaboration</b>	<ul style="list-style-type: none"> <li>• Maintain a “WellingtonNZ-wide” perspective with all of your work</li> </ul>

	<ul style="list-style-type: none"> <li>• Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required</li> <li>• Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects</li> <li>• Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.</li> </ul>
--	--

**Job outcomes:** Visible and measurable evidence of success in this role.

Outcomes / results	Target Measure
To be determined with your manager and entered into the CultureAmp Goals module	•
	•

**Competencies:** Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
<b>Functional skills and experience</b>	<ul style="list-style-type: none"> <li>• Proven skillset in planning and project managing through-the-line marketing campaigns and projects, with expertise in media planning and collateral development across a wide variety of channels.</li> <li>• Relationship and partnership management experience – internally and externally.</li> <li>• Technical ability in marketing including highly advanced computer skills, project management, content writing and management, campaign management, and graphic design.</li> <li>• Relevant tertiary study.</li> <li>• Exceptional communicator – verbally and in writing.</li> <li>• Full, clean driver’s licence – confident driving throughout the wider Wellington region.</li> </ul>
<b>Creating a vision</b>	<ul style="list-style-type: none"> <li>• Understanding the strategic context</li> <li>• Challenging the status quo</li> <li>• Accepting challenges</li> <li>• Committing to the vision.</li> </ul>

Competency	Description of competency
<b>Leading with purpose</b>	<ul style="list-style-type: none"><li>• Living our values</li><li>• Having the courage to question and speak up</li><li>• Adapting your style to meet individual needs.</li></ul>
<b>Making things happen</b>	<ul style="list-style-type: none"><li>• Giving timely and constructive feedback</li><li>• Staying close to the issues</li><li>• Collaborating for better decision-making</li><li>• Recovering quickly from setbacks.</li></ul>
<b>Building an awesome team</b>	<ul style="list-style-type: none"><li>• Valuing uniqueness and differences in others</li><li>• Trusting others</li><li>• Sharing information, collaborating and helping others.</li></ul>
<b>Being authentic and inclusive</b>	<ul style="list-style-type: none"><li>• Recognising your own strengths and areas for development</li><li>• Asking for and responding positively to feedback</li><li>• Questioning and challenging others with respect</li><li>• Owning your mistakes.</li></ul>

**Values:** Our purpose & values which bring to life WellingtonNZ’s aspired culture.

Our purpose	Our organisational values	Our culture
Creating a thriving Wellington region for all	Better together Passionately curious Choose joy	Collaborative People centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth