

POSITION TITLE

Marketing and Communications Manager

LOCATION

Capital E

POSITION STATUS

Full-time permanent

POSITION OBJECTIVE

The purpose of this position is to promote and market Capital E and its programmes to our wide range of audiences, contributing positively to the Capital E concept and strategic outcomes, with particular focus on visitation and revenue generation.

CONTEXT

Capital E is part of Wellington Museums Trust – trading as Experience Wellington, a registered charity established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality: enriching the city we love.**

Our vision is: **Engaged, curious communities**

The **Marketing and Communications Manager** will contribute to the achievement of this vision through effective marketing and communications strategies and initiatives that contribute to Capital E achieving or exceeding its key performance indicators (KPI).

KEY RESPONSIBILITIES

- Develop, manage and promote the Capital E brand.
- Develop and implement effective marketing and communications strategies that contribute to meeting visitor and other relevant targets for Capital E.
- Lead and manage a cohesive and responsive marketing team.
- Ensure the marketing, sales and fundraising strategies align effectively, and maximise revenue generation for Capital E.
- Contribute to the overall success of Capital E and the Wellington Museums Trust.

WORKING RELATIONSHIPS

Internal: The **Marketing and Communications Manager** will:

- Be accountable to the Head of Business and Development, Capital E;
- Be accountable for the Marketing Coordinator and any casual marketing personnel;
- Work closely and proactively with the Office & Visitor Services Manager, Relationship Development Coordinator; Fundraising Manager, Creative Producer Digital; Creative Producer Live; Creative Producer Public Programmes; and
- Work in a collegial manner with marketing and communications staff at other Experience Wellington institutions and all other staff.

External: The **Marketing and Communications Manager** will:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of Capital E including:
 - colleagues in equivalent positions in other cultural and creative institutions and organisations;
 - Capital E key stakeholders including Creative NZ, Wellington City Council and other funders, sponsors;
 - suppliers and contractors; including independent designers and agencies;
 - Wellington businesses, government organisations, community groups and iwi Maori; and
 - the media and others relevant to the position.

DELEGATIONS

Financial Delegation Level C.

KEY RESULT AREAS

<p>KEY TASKS AND ACCOUNTABILITIES (What needs to be achieved)</p>	<p>PERFORMANCE MEASURES (How it will be measured)</p>
<p>1. Leadership and Strategic Planning</p>	
<ul style="list-style-type: none"> Contribute as a member of Capital E’s management team to the development of the business plan, setting relevant targets and the implementation of strategies to realise Capital E’s vision and purpose. Bring a strategic focus to all aspects of the marketing team’s work. 	<ul style="list-style-type: none"> The Head of Business and Development and other members of the management team receive timely and relevant advice that influence strategic planning and policy development. The Manager’s work supports agreed strategies and priorities.
<p>2. Marketing and Communications</p>	
<ul style="list-style-type: none"> In consultation with the Head of Business & Development develop and implement the annual marketing and communications strategy for Capital E that reflects stakeholders and target audiences. Work with the Director and Capital E management team to position Capital E as a thought leader in children’s creativity. Develop and implement marketing campaigns for activities at Capital E within budget and on time. This will include a clear plan and extra resources (if required). Develop and implement a communication/content plan (both digital and traditional) for activities at Capital E within budget and on time. This will include a clear plan and extra resources (if required). Effective and efficient management of the Capital E digital channels, including the website Effectively manage the marketing budgets for all Capital E business units. Manage all writing, editing, design, and collateral requirements for the business. Provide marketing support to the Relationship Development Coordinator to deliver on fundraising targets (including sponsorship support) Provide marketing support to the Customer Relationship Coordinator to deliver on sales targets Deliver reliable and timely market research and competitor analysis that supports decision making processes particularly in respect of visitor experience programming. 	<ul style="list-style-type: none"> The Head of Business & Development and other members of the management team report that the annual marketing and communications strategy has been successfully developed and implemented. Marketing and communications initiatives reflect Capital E and the Trust’s priorities. All marketing campaigns are developed, documented, approved and implemented within set timeframes and contribute to the achievement of visitor, digital and revenue targets. All communication campaigns achieve maximum positive exposure and raise the profile of Capital E within our target audience and contribute to the achievement of visitor and revenue targets. Well written informative, accurate and engaging marketing collateral is produced for all campaigns and is audience appropriate. The technical framework on the Capital E website is maintained and updated within agreed timeframes. Customer and stakeholder feedback rates the website as easy to navigate and content is clear. Campaigns are completed within budget and ROI reporting provided in a timely manner. Business unit/area managers rate all marketing campaigns very highly. Extra staff resources for marketing and communications are planned for, approved and appointed within agreed timeframes.
<p>3. Brand Management</p>	
<ul style="list-style-type: none"> Develop and deliver a Capital E brand strategy designed to maintain and where appropriate raise the profile of Capital E with stakeholders and audiences. Works closely with others within Capital E to ensure brand is reflected in all materials developed and produced 	<ul style="list-style-type: none"> Stakeholders and audience have a consistently positive image of Capital E brands and brand values as evidenced by survey feedback. Awareness of Capital E (name, brands and market position) increases over agreed timeframes as evidenced by survey feedback. The brand is incorporated into all marketing and promotional activities within Capital E and is of a consistently high standard, meets programme and organisational objectives. The brand values are accurately represented in all communications.

4. Relationships and Networks	
<ul style="list-style-type: none"> Establish and maintain effective relationships with key people in design, print and electronic media, as well as marketing personnel locally, nationally and internationally. Develop and maintain media partnerships and other associations that support the aims and objectives of Capital E. Work closely with Relationship Development Coordinator in identifying and initiating innovative joint partnerships with commerce, industry and cultural funding organisations to access, deliver and promote facility programmes. Oversee arranging promotional functions such as openings, tours and press briefs when required. Proactively work to enhance Capital E's professional standing and recognition locally, nationally and internationally. Work collegially with other Trust marketing staff to maximise opportunities for joint promotions and ensure that media, design and publishing costs are minimised. 	<ul style="list-style-type: none"> Strong networks built, with positive feedback on relationships. The values of partners and associates align with Capital E and its brand. Partners report positively on their association with Capital E and continue their support in current and future years. Ensure the marketing, sales and fundraising strategies align effectively, and maximise revenue generation for Capital E. Functions run smoothly, feedback is positive. Capital E builds a reputation for excellence locally, nationally and internationally. Networks with other marketing staff are in place and regular contact maintained. Attend any relevant marketing conferences or meet-ups
5. Resource Management	
<ul style="list-style-type: none"> Ensure the effective and efficient operation of Marketing and Communications team's work and that outputs are delivered on time and within budget. Develop and implement quality improvements to systems and practices. Regularly review priorities and processes within the team to maximise value for money. Ensure that all Trust policies and procedures are followed particularly in respect of Human Resources, Financial Management, and Health and Safety. 	<ul style="list-style-type: none"> The annual business plan ensures the effective and efficient use of resources to achieve agreed objectives and performance targets within budget. Systems and practices are efficient and effective, achieving desired results. Efficiency gains are achieved without compromising effectiveness or quality. Full compliance with policies and procedures is achieved.
6. Staff Leadership/Management	
<ul style="list-style-type: none"> Provide leadership to staff so that they strive for excellence particularly in respect of the provision of customer focused service delivery. Encourage team-work and the sharing of expertise and knowledge. Ensure the marketing team positively reflects Capital E and Experience Wellington values. 	<ul style="list-style-type: none"> All staff have an APA which sets out the outputs to be delivered and the performance expectations. All staff receive regular and constructive feedback on their performance including at 6 months and at 12 months. All staff have a professional development / training plan. Performance issues are effectively managed. Staff work effectively as a team and achieve required outcomes. Feedback from direct reports is positive.

PERSON PROFILE

Skills, experience and qualities required for this role:

- Strategically focused with a commitment to collaboration.
- Proven experience in developing and implementing effective and successful marketing strategies (both digital and traditional).
- Well developed conceptual skills and ability to 'sell an idea'.
- Energetic with a high level of initiative combined with sound judgement.
- Track record of delivering successful marketing & communications campaigns with proven ROI
- Ability to gain and to keep the confidence of stakeholders.

- Highly customer focused
- Experience in leading a team, with a proven ability to motivate and manage staff.
- At ease in multi-cultural community situations.
- Skilled in the use of project and database records management.
- Desktop publishing experience, especially InDesign and Photoshop.
- Management competence (financial, planning, budgeting and reporting).
- Tertiary qualifications and/or significant related experience in public relations or marketing.
- Some knowledge of event delivery including launches and social functions and other events.

Core Competencies – Effective performance in the following core competencies is set out in the Core Competencies Guide attached.

- Commitment and accountability.
- Applying professional expertise/Creativity & Innovation.
- Customer focus.
- Communicating effectively.
- Working together/ Teamwork.
- Leadership.
- Coaching for performance.

SALARY

Manager Band 2: \$68,000 - \$84,000

CORE COMPETENCIES GUIDE

Leadership

Effective performance includes:

- Creates an environment where staff feel valued, where cultural uniqueness is acknowledged and appreciated.
- Empowers staff, delegates effectively, gives staff room to make decisions, takes reasonable risks and exercises initiative in their areas of responsibility.
- Is open and honest with staff, approachable and available, actively encouraging feedback, and responding in a timely manner.
- Takes the time to recognize and celebrate accomplishments (encourages, appreciates, recognizes, tells others).
- Regularly communicates and reinforces the Trust's vision and strategic objectives within own team and ensures the team has a clear understanding of its role in achieving those objectives.
- Exercises sound judgment in decision-making, involving others as appropriate, and communicating the outcomes.

Coaching for Performance

Effective performance includes:

- Acknowledges effort and achievement letting each individual know that their work is important and worthwhile.
- Challenges and fully utilizes all team members, dealing effectively with performance issues as they arise.
- Agrees realistic and measurable performance standards with direct report staff.
- Conducts fair, consistent, timely performance planning and review meetings, encouraging two-way communication that addresses all aspects of performance and development.
- Actively encourages staff to broaden skills and reach their full potential and ensure adequate resources are available to meet these needs.
- Makes time for on-going coaching and constructive feedback.

Commitment/ Accountability

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to the Trust's vision and goals.

Applying Expertise/ Professional Expertise

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and the Trust.
- Shares expertise with colleagues and coaches/mentors new direct report staff.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

Customer Focus

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.
- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

Communicating Effectively

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside the Trust Institutions to achieve benefits for the Trust.

Working Together/ Teamwork

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.