

POSITION TITLE

Relationship Development Coordinator

LOCATION

Capital E, 4 Queens Wharf

POSITION STATUS

Full-time permanent

POSITION OBJECTIVE

The Relationship Development Coordinator is responsible for building and maintaining growth in both new and existing customer segments for Capital E programmes, with a particular focus on teachers/schools.

CONTEXT

Capital E is part of the 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 **Relationship Development Coordinator** will contribute to the achievement of this vision by implementing strategies to increase both the depth and breadth of people who experience the programmes Capital E with a particular focus on teachers/schools.

KEY RESPONSIBILITIES

1. To develop and implement key strategic initiatives to retain and grow new and existing customer segments.
2. To ensure that relationships with key decision makers (e.g. teachers) locally and nationally are developed and nurtured.
3. To work with relevant colleagues within Capital E and others within Experience Wellington to provide audience analysis to inform strategic decision making.
4. To bring a customer development perspective to the development of visitor experiences and delivery process.
5. To contribute to the successful delivery of services for children and young people within Experience Wellington.

WORKING RELATIONSHIPS

Internal: The **Relationship Development Coordinator** will:

- Be accountable to the Head of Business & Development;
- Work closely with the Communications & Marketing Team, Capital E Visitor Services team and the Capital E Bookings Coordinator regarding customer perceptions, feedback and development initiatives;
- Work closely with Head of Programming & Partnerships and the Creative Producers to identify opportunities to more closely align audience and programme; and
- Work collaboratively with the Capital E team and Experience Wellington colleagues on initiatives to increase and engage new and current audiences.

External: The **Relationship Development Coordinator** will:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of Capital E including, but not limited to:
 - Teachers, Principals, regional and national relevant subject associations, and other key bodies in the education sector;
 - Associations and community groups;
 - Colleagues in other arts organisations New Zealand-wide, particularly those specialising in children and young people;
 - Members of the public; parents, caregivers and children and young people; and
 - Others relevant to the position.

DELEGATIONS

Financial Delegation Level C.

KEY RESULT AREAS

Key Tasks and Accountabilities (What needs to be achieved)	Performance Measures (How it will be measured)
1. Leadership	
<ul style="list-style-type: none"> You contribute as a member of Capital E team to its success by achieving strategic and business outcomes. You contribute to the achievement of the Experience Wellington vision for Children and Young People. You contribute to the development of a fundraising culture within the Capital E team. 	<ul style="list-style-type: none"> Your manager receives timely and relevant advice that influences decision making. All relevant KPI are achieved. There are no surprises.
2. Audience Development and Engagement	
<ul style="list-style-type: none"> Develop and implement the annual sales plan, with input from all teams. Maximise education audience attendance to Live and Digital experiences. Develop and maintain an education database with a focus on acquisition, retention and reactivation strategies (including implementing cross-sell and up-sell strategies) Manage all education communications including email, outbound calls and sales visits with a focus on conversion Ensure a seamless customer journey and customer centric focus Develop a reward and recognition programme for loyal customers Help inform and contribute to the achievement of annual targets (both financial and visitor numbers) as set out in the Business Plan. Engagement activities position Capital E as a sector leader for children and creative education. 	<ul style="list-style-type: none"> Capital E staff are engaged with and supportive of the annual sales plan. Agreed targets are met or exceeded. You manage a yearly programme of nationwide sales cycle with teachers and educators, including arranging and undertaking school visits to promote Capital E activities. A toolkit of communication channels with educators is fully utilised and you increase the Education E-news marketing list. Targeted audience appropriate content is created for communications, in collaboration with the wider Marketing and Programming teams. You monitor and measure response rates and results for all communications. Use of audience information in Capital E's CRM system, Patron base, is maximised and developed.
3. Programmes and Activities	
<ul style="list-style-type: none"> You contribute to programming decisions by providing relevant and timely audience information and analysis. You provide a customer perspective to the development and delivery of the visitor experience. Monitor education sector information sources and proactively share this marketplace knowledge with colleagues. 	<ul style="list-style-type: none"> Work closely with the Education Bookings Coordinator and Visitor Services Team to provide collated feedback analysis from audiences to programming teams. Act as an audience advocate to help programme planning decisions and support the Head of Strategic Programming, Creative Producers and their teams. Assist with programme development by coordinating audience trials as required. Any Audience Development projects are in line with Capital E's Business Plan.
4. Relationships and Networks	
<ul style="list-style-type: none"> You ensure that relationships with key decision makers locally and nationally are developed and nurtured. You contribute to the development of networks to support current programmes, but also to help develop new projects. 	<ul style="list-style-type: none"> To coordinate Capital E's attendance at relevant education conferences, family festivals and expos in Wellington and around New Zealand. Advocates for Capital E around New Zealand are fostered, developed and nurtured, with a strong focus on the education sector. With the support of the wider team, networks are successfully created for new projects with target audiences in Capital E's strategy.

5. Resource Management	
<ul style="list-style-type: none"> Financial and non-financial resources (staff and assets) are managed to achieve the best results for the business unit and Experience Wellington as a whole. 	<ul style="list-style-type: none"> Savings are achieved without compromising effectiveness or quality. Quality is maintained or improved as evidenced through formal feedback (customers, staff, colleagues). Priorities are regularly assessed against concept and core offerings statement and changes made. Innovation and creativity is encouraged and incorporated into output delivery. Systems and practices are regularly reviewed and updated. Full compliance with policies and procedures is achieved.
6. Health and Safety	
<ul style="list-style-type: none"> You actively contribute to the development of a zero harm culture by maintaining personal knowledge of, and following Experience Wellington's health and safety policies, plans and procedures. You ensure that your decision making is aligned with Experience Wellington's health and safety policies, procedures and plans. You model good health and safety behaviours at work. You report concerns about aspects of the work place that may be considered a health and safety risk to you, other workers or visitors. 	<ul style="list-style-type: none"> You are able to respond knowledgeably about Experience Wellington's goal of a zero harm culture and the critical procedures designed to promote health and safety and to prevent harm to workers and visitors e.g. what to do during and after an earthquake and evacuation procedures. (measured through the Annual Staff Engagement Survey and Annual Performance Appraisal) Health and safety procedures are followed e.g. hazards are notified, incidents and near-misses are reported. There are no preventable incidents that result in harm or injury to you, other workers or visitors.

PERSON PROFILE

Skills, experience and qualities required for this role:

- Proven success in developing relationships with audiences and/or customers.
- Proven success in managing the sales cycle from prospecting to conversion
- Exceptional advocacy and empathy skills, with the ability to relate to a wide variety of people.
- Experience and understanding of marketing tactics.
- Experience of using, maintaining and developing a CRM system.
- Understanding of the education sector.
- An affinity for the not-for-profit sector.
- Energy, creativity, and resourcefulness.
- Ability to gain and to keep the confidence of stakeholders.
- Strategically focused with a commitment to collaboration.
- Effective written and oral communication skills including public speaking and desirably, with some capability in Te Reo.
- Management competence (financial, planning and reporting).
- Drivers licence – this role requires some travel around NZ.
- Relevant tertiary qualification(s).

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.

SALARY

Marketing Band 2: negotiable between \$45,308 - \$55,969.

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 Experience Wellington'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 Experience Wellington.
- Shares expertise with colleagues.
- 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 Experience Wellington Institutions to achieve benefits for Experience Wellington.

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.