

## POSITION TITLE

**Marketing Manager**

## LOCATION

**Museum Wellington, Queens Wharf, Wellington**

## POSITION STATUS

**Full-Time, Fixed-Term**

## POSITION OBJECTIVE

The purpose of this position is to lead the development and delivery of effective marketing and communications strategies and initiatives for the Museums Wellington visitor experiences.

## CONTEXT

**Museums Wellington** (managing Wellington Museum, Space Place, Cable Car Museum and Nairn Street Cottage) 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 **Marketing Manager** will contribute to the achievement of this vision by providing effective public campaigns to lead the development and delivery of bold marketing initiatives and creative communication strategies.

## KEY RESPONSIBILITIES

- To develop and implement effective marketing and promotional strategies that contribute to Museums Wellington meeting visitor and other relevant targets.
- To develop and implement an effective communications strategy that includes new online media and maximises positive media exposure and raises the profile of Museums Wellington.
- To deliver reliable and timely market research that supports decision making processes particularly in respect of visitor experience programming.
- To bring a marketing and audience development perspective to the visitor experience development and delivery process.
- To lead and manage the Marketing Team, ensuring staff are contributing fully to achieving the business plans across Museums Wellington, and are working to time and on budget.
- To contribute to the overall success of Experience Wellington.

## WORKING RELATIONSHIPS

**Internal:** The Marketing Manager will:

- Be accountable to the Deputy Director Business & Development;
- Be accountable for the Communications Coordinator and Graphic Designer;
- Work in a collegial manner with all Museums Wellington staff;
- Work in a collegial manner with Marketing and Communications staff across all the rest of Experience Wellington;
- And Work in a collegial manner with all other Experience Wellington staff.

**External:** The Marketing Manager will:

Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of the Museums Wellington Marketing Team including:

- colleagues in equivalent positions in other cultural institutions particularly in the museum and science visitor experience sector;
- colleagues in equivalent positions in other cultural institutions particularly in the museum, heritage and science sector;
- Wellington communities and Iwi Māori;
- suppliers and contractors important to marketing and communication services; and
- key Museum and Trust stakeholders.

## DELEGATIONS

Level C – Approve budgets up to \$5,000

## KEY RESULT AREAS

<b>KEY TASKS AND ACCOUNTABILITIES</b> (What needs to be achieved)	<b>PERFORMANCE MEASURES</b> (How it will be measured)
<b>1. Marketing</b>	
<ul style="list-style-type: none"> <li>• Develop and implement the annual marketing plan for Museums Wellington.</li> <li>• Manage key marketing opportunities including stakeholder engagement opportunities.</li> <li>• Work with other Experience Wellington institutions to leverage opportunities and to optimise promotional spend.</li> <li>• Ensure that brands are accurately reproduced (promotional materials, publications, etc).</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing strategies and initiatives contribute to the Museums' meeting targets.</li> <li>• Positive stories regularly feature in local, regional and national news media.</li> <li>• Marketing activities/materials influence audience decision-making and the marketing spend contributes to the achievement of visit and revenue targets.</li> <li>• Events and other promotional activities maximise stakeholder engagement and provide positive media exposure.</li> <li>• Stakeholders, audience and public have a consistent image of brands and brand values.</li> <li>• Stakeholders and communities are well informed about activities and achievements.</li> <li>• Information provided is accurate and timely.</li> <li>• Public awareness increases.</li> </ul>
<b>2. Communications</b>	
<ul style="list-style-type: none"> <li>• Develop and deliver a communications strategy designed to maintain and where appropriate raise the profile of Museums Wellington with stakeholders and audiences.</li> <li>• Work with other Experience Wellington institutions to leverage promotional opportunities.</li> <li>• Ensure well written informative, accurate and engaging press releases, brochures and newsletters.</li> <li>• Build and maintain communications networks and media contacts.</li> <li>• Oversee the further development of social media platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications strategies and initiatives contribute to the Museums' meeting targets.</li> <li>• Awareness of Museums Wellington institutions (names, brands and market position) improves over time as assessed.</li> <li>• Positive stories regularly feature in local, regional and national news media.</li> <li>• Events and other promotional activities maximise stakeholder engagement and provide positive media exposure.</li> <li>• Stakeholders and communities are well informed about activities and achievements.</li> <li>• Information provided is accurate and timely.</li> <li>• Written material meets standard and is appropriate for the audience.</li> <li>• Public awareness increases.</li> <li>• Social media communications meet the needs of Museum Wellington.</li> </ul>
<b>3. Audience Development and Market Research</b>	
<ul style="list-style-type: none"> <li>• Provide an audience perspective to the delivery of visitor experience outputs.</li> <li>• Collect and analyse audience and market information.</li> <li>• Monitor other information sources and extract data relevant to programme development and accurate targeting of markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor experience outputs achieve targets (visitation).</li> <li>• Marketing activities influence audience decision-making and the marketing spend contributes to the achievement of visit and revenue targets.</li> <li>• Accurate information on audience and market (including visits, satisfaction levels and demographics) is available in a timely manner.</li> <li>• Visitor experience programming is supported by audience and market information.</li> <li>• Promotional activities become increasingly accurate as data accumulates.</li> </ul>

<b>4. Business Planning and Reporting</b>	
<ul style="list-style-type: none"> <li>• The financial resources of the business unit are managed effectively.</li> <li>• The annual business plan ensures the effective and efficient use of resources to achieve agreed objectives and performance targets within budget.</li> <li>• Monitor financial performance and provide accurate and timely reports.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Business Plan and Budget is produced within agreed guidelines and to deadline.</li> <li>• Financial performance is monitored, risks are managed.</li> <li>• Timely and accurate reports are produced.</li> <li>• Budget or better is achieved.</li> <li>• Business Plan performance targets are achieved.</li> </ul>
<b>5. Resource Management</b>	
<ul style="list-style-type: none"> <li>• Financial and non-financial resources (staff and assets) are managed to achieve the best results for the business unit and the Trust as a whole.</li> <li>• Develop and implement quality improvements to systems and practices.</li> <li>• Regularly review priorities and processes within the team to maximise value for money.</li> <li>• Ensure that all Trust policies and procedures are followed particularly in respect of Human Resources, Financial Management, and Health and Safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Savings are achieved without compromising effectiveness or quality.</li> <li>• Quality is maintained or improved as evidenced through formal feedback (customers, staff, colleagues).</li> <li>• Priorities are regularly assessed against concept and core offerings statement and changes made.</li> <li>• Innovation and creativity is encouraged and incorporated into output delivery.</li> <li>• Systems and practices are regularly reviewed and updated.</li> <li>• Full compliance with policies and procedures is achieved.</li> </ul>
<b>6. Staff Leadership/Management</b>	
<ul style="list-style-type: none"> <li>• Provide leadership to staff so that they strive for excellence particularly in respect of the provision of customer focused service delivery.</li> <li>• Staff have a clear understanding of the outputs to be delivered and associated performance expectations.</li> <li>• Encourage team-work and the sharing of expertise and knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>• All staff have an Annual Performance Agreement (APA) which sets out the outputs to be delivered and the performance expectations.</li> <li>• All staff receive regular and constructive feedback on their performance including at 6 months and at 12 months.</li> <li>• All staff have a professional development/ training plan.</li> <li>• Performance issues are effectively managed.</li> <li>• Staff work effectively as a team and achieve required outcomes.</li> <li>• Feedback from direct reports is positive.</li> </ul>
<b>7. Health and Safety</b>	
<ul style="list-style-type: none"> <li>• You ensure that the Trust's goal of a zero harm culture is promoted with all direct reports.</li> <li>• You ensure that the health and safety of workers and visitors is a principle consideration in the development and delivery of all outputs.</li> <li>• You ensure that your decision making and the decision making of your direct reports is aligned with the Trust's health and safety policies, procedures and plans.</li> <li>• You model good health and safety behaviours at work.</li> <li>• You report concerns about aspects of the work place that may be considered a health and safety risk to you, other workers or visitors.</li> </ul>	<ul style="list-style-type: none"> <li>• You and your direct reports are able to respond knowledgably about the Trust'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)</li> <li>• Health and safety procedures are followed e.g. hazards are notified; incidents and near-misses are reported.</li> <li>• There are no preventable incidents that result in harm or injury to you, other workers or visitors.</li> </ul>
<b>8. Other</b>	
<ul style="list-style-type: none"> <li>• Represent the Director and/or the Museums at functions, events and openings as required.</li> <li>• Attend Museums Wellington events.</li> <li>• Fulfil other duties as allocated by the Deputy Director Business &amp; Development.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback on representation is positive.</li> </ul>

## PERSON PROFILE

### ***Skills, experience and qualities required for this role:***

- Proven experience in a marketing or communications role at a middle management level.
- Proven experience in leading a team.
- 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, staff management, planning, budgeting and reporting).
- Relevant tertiary qualification(s).

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

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

## SALARY

Manager Band 3 \$58,378 – \$72,114

## 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 recognise 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.