

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.

Name of role:	Campaign Manager
Portfolio:	Campaigns & Projects
Reports to:	Senior Marketing Manager
Direct Reports:	Nil
Date:	April 2021
Purpose of the job:	<p>To make the Wellington region famous and promote it as a destination of choice for visitors, students, talent, businesses, trail users and other audiences by telling stories that create value for Wellington-based organisations.</p> <p>You will manage marketing campaigns and promotional activity across all areas of the organisation, 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 in attracting visitors, students, talent, businesses and regional trail users.</p> <p>Work in partnership with stakeholders, commercial partners and WellingtonNZ team members to deliver marketing campaigns and other marketing projects that will create additional opportunity for Wellington as a destination and for their organisation.</p>

PART B: JOB DESCRIPTION

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

Area of responsibility	Actions/ Tasks
Oversee and implement marketing campaigns and projects for WellingtonNZ	<ul style="list-style-type: none"> Develop campaign strategies in collaboration with the GM of Marketing & Communications and Senior Marketing Manager, and colleagues who are subject matter experts

	<ul style="list-style-type: none">• Lead a selection of campaigns and projects from business units across the organisation which may include WellingtonNZ's:<ul style="list-style-type: none">• trails marketing for wellingtonregionaltrails.com• student attraction and education marketing• business events and conferencing marketing• business growth and innovation marketing activity• screen sector marketing activity• visitor attraction marketing activity• major event marketing support• venues performance and event marketing support• Adhoc programmes of marketing support• Manage the planning, budgets, project teams and deadline driven delivery of select campaigns and projects – ensuring all marketing adds value to Wellington's reputation as a great place to visit, live, work and invest• Measure the success of campaigns and projects, adjusting the mix where necessary to improve campaign efficacy• Define the insights and shape the brief to ensure campaigns are targeted, have clear objectives and deliver measureable outcomes• Work with the Digital team to develop digital and retargeting components of campaigns• Work with the Media & Content team to leverage editorial media / influencer opportunities for relevant campaigns, and deliver the required digital/social content• Think creatively and challenge the status quo to ensure campaigns generate high engagement and deliver results• Work with the chosen creative agency, media partners and media agency when appropriate to develop components of campaigns
Brand management	<ul style="list-style-type: none">• Be a champion and a custodian for the Wellington brand, ensuring Wellington's promotion has a visual and tone of voice consistency – in a way that reflects Wellington's creative/contemporary style• Ensure appropriate logos, imagery, copy and colours are used

<p>Stakeholder relations</p>	<ul style="list-style-type: none"> • Maintain proactive and regular communications with partners, and deliver campaign updates and reports. • Further WellingtonNZ’s partnerships and relationships with central and local government agencies, education institutions, Wellington businesses and local personalities relevant to your role
<p>Maintaining relationships and supporting others</p>	<ul style="list-style-type: none"> • Develop and maintain good working relationships with a diverse group of stakeholders including WellingtonNZ staff, commercial businesses, central/local government, sponsors, partners and suppliers • Manage and build relationships with external agencies and partners • 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 • Be flexible and help out wherever it may be required to deliver WellingtonNZ's objectives across all of WellingtonNZ
<p>Administration</p>	<ul style="list-style-type: none"> • Ensure all relevant and required information is entered into SharePoint • 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 • Any other reasonable tasks as required
<p>Health, safety, wellbeing and compliance</p>	<ul style="list-style-type: none"> • 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
<p>WellingtonNZ collaboration</p>	<ul style="list-style-type: none"> • Maintain a “WellingtonNZ-wide” perspective with all of 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

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

Outcomes / results	Target Measure
To be determined with your People Leader.	•
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Competencies: Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Functional skills and experience	<ul style="list-style-type: none"> • Experience 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
Creating a vision	<ul style="list-style-type: none"> • Understanding the strategic context • Challenging the status quo • Accepting challenges • Committing to the vision
Leading with purpose	<ul style="list-style-type: none"> • Living our values • Having the courage to question and speak up • Adapting your style to meet individual needs
Making things happen	<ul style="list-style-type: none"> • Giving timely and constructive feedback • Staying close to the issues • Collaborating for better decision-making • Recovering quickly from setbacks

Competency	Description of competency
Building an awesome team	<ul style="list-style-type: none"> Valuing uniqueness and differences in others Trusting others Sharing information, collaborating and helping others
Being authentic and inclusive	<ul style="list-style-type: none"> Recognising you own strengths and areas for development Asking for and responding positively to feedback Questioning and challenging others with respect Owning your mistakes.

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

Our purpose	Our organisational values	Our culture
To make the Wellington region wildly famous	Do it together Dare to be different Show the passion Find the fun Focus on the customer	Collaborative People centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth