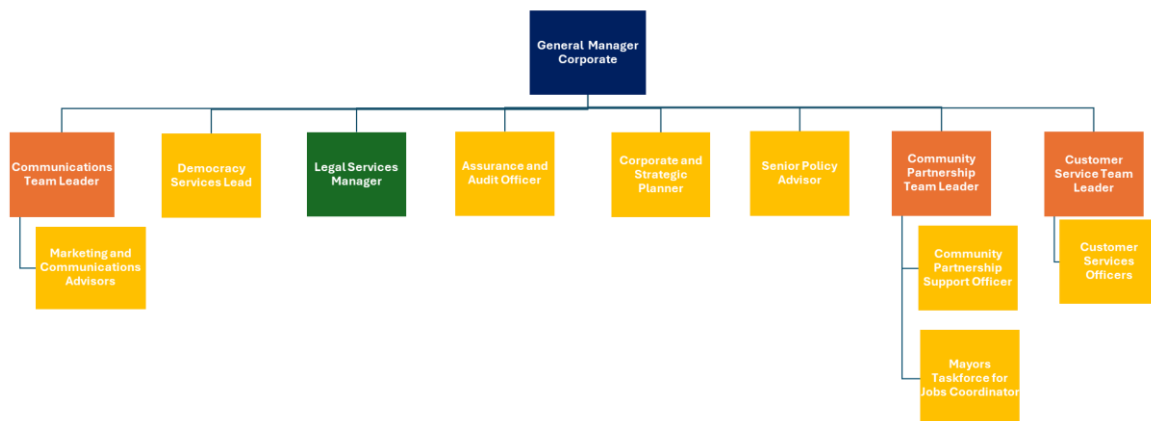


## Position Description: Marketing and Communication Advisor

<b>Business Group</b>	Corporate
<b>Reports To</b>	Communications Team Leader
<b>Direct Reports</b>	Nil
<b>Date</b>	September 2025

### Business Group Structure



### Position Responsibilities

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform, if asked to do so.

### Marketing

1. In conjunction with the Communications Team Leader, provide advice, strategic direction, development and delivery of high-level strategic marketing plans for Council.

2. Support Council projects and goals and foster a positive image of Council through creative communications, engagement and marketing campaigns and tactics.
3. Manage integrated marketing campaigns and calendars, including creative brief and media recommendation and scheduling, monitoring and analysis.
4. Manage advertising budgets and media bookings.
5. In conjunction with the Communications Team Leader, support the development and management of brand strategy for Council and its services.

#### **Digital, Visual and Social Media Marketing**

1. Develop and deliver digital marketing and email direct marketing strategy and plans for Council and its services.
2. Plan and develop effective and engaging content for use across our digital and social media channels to support strategic communications and marketing goals and projects.
3. Work in conjunction with the Communications Team Leader to develop digital and marketing collateral. Provide input to maintaining Council's website and social media platforms.
4. Support the growth of our digital channels and presence with innovative and creative ideas.

#### **Stakeholder and Community Engagement**

1. Assist with the level of service and options conversations with customers and elected members for Council's activity management plans, annual plans and long term plans.
2. Maintain effective engagement with customers and stakeholders.
3. Prepare and advise on communications plans for projects. Facilitate stakeholder consultation for projects.
4. Prepare information/education material for customers in collaboration with the Communications Team Leader.
5. To assist with the review and customer engagement of transport policies and bylaws as required.

#### **Submissions and Reporting**

1. Undertake market research surveys and analysis for units when required (ie Land Transport unit).
1. Assist with the preparation of submissions on Regional Council or Government consultation documents when required.
2. To assist with the preparation of Council performance and achievement reports. Prepare reports to Elected Members as required.

3. Provide analysis and regular reporting on marketing activities.

#### **Other**

1. Actively engage in setting own goals and objectives.
2. Assist with other duties as reasonably required by the Communications Team Leader.
3. To actively contribute to health, safety and wellbeing through working safely, taking responsibility for keeping self and colleagues free from harm, reporting all incidents and hazards promptly and knowing what to do in the event of an emergency.
4. To be actively involved in Civil Defence Emergency Management when required.
5. To live the COSI values; Customer Focus, One Team, Success and Integrity and consciously support a team culture that is consistent with the overall organisations values and above the line behaviours.
6. Commitment to the principles of the Treaty of Waitangi.

#### **Formal Qualifications / Training / Experience**

<b>Minimum Qualification</b>	Tertiary qualification.
<b>Desired Qualification</b>	Tertiary qualification in Marketing and/or Communications or considerable experience.
<b>Minimum Experience</b>	3 years' industry experience.
<b>Desired Experience</b>	3+ years' experience in a local/central government community engagement.

#### **Key Competencies / Skills / Knowledge**

- Demonstrated experience with leading and delivering significant marketing organisation-wide strategies.
- High level proficiency in developing and implementing marketing plans.
- High level interpersonal, verbal, visual and written communication skills.
- Sound knowledge and experience of graphic design tools and latest techniques
- Advanced computer, digital and social media skills. Up-to-date and confident with information technology and with adopting new technologies.
- An excellent communicator with the ability to engage effectively with various groups and community.

- Understanding of the political environment and media landscape in South Canterbury.
- Experience in local or central government environment.
- Knowledge and appreciation of Te Reo Māori and Tikanga Māori.
- Committed team player able to co-operate closely with wider council staff and the public.
- Able to work as part of a team, yet also conscientiously work unsupervised, as well as demonstrating the ability to make good decisions.
- Demonstrate a commitment to high quality customer service.
- The initiative and creativity to make improvements and innovate.
- A flexible approach to change and a desire to embrace the opportunities arising from a dynamic work environment.
- A willingness to undertake further related training as required.
- Have a current full driver's licence.
- Great sense of humour and work ethic.
- High level of honesty, integrity, confidentiality and a trustworthy manner

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**General Manager Corporate**

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**Marketing and Communications Advisor**

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**Date**

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**Date**