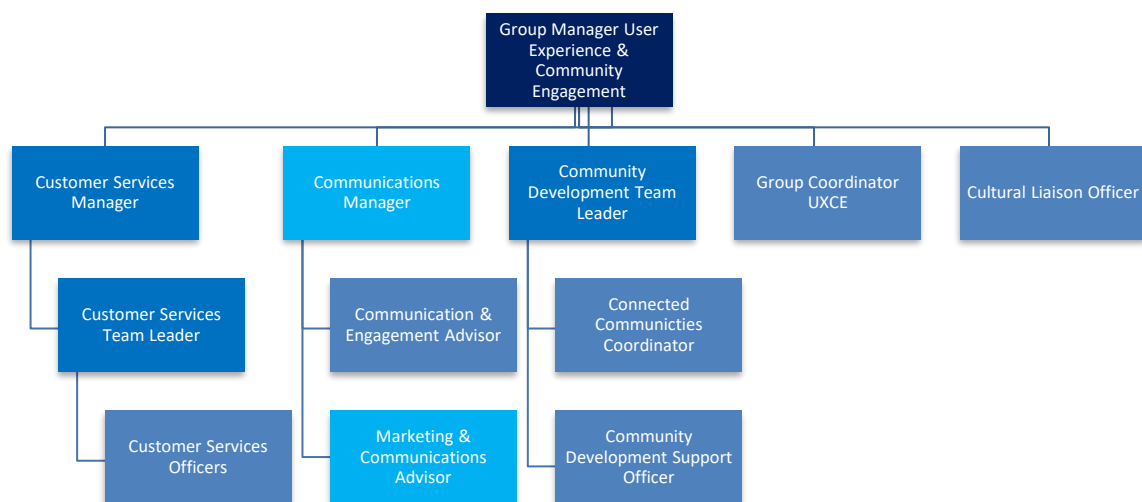


## Position Description: Communications and Marketing Advisor

<b>Business Group</b>	User Experience and Community Engagement
<b>Reports To</b>	Communications and Engagement Manager
<b>Direct Reports</b>	Nil
<b>Date</b>	May 2023
<b>Budget Responsibility</b>	\$10,000
<b>Financial Delegation</b>	Nil

## Business Group Structure



## Directorate Purpose

The User Experience and Community Engagement Group (UXCE Group) encompasses the Customer Services, Communications, and Safer Communities functions of Council. The UE/CE Group takes a lead role in the delivery of user experience and communications to all users of Council services and the District's residents and ratepayers to ensure we can continue to support our communities' wellbeing under the Local Government Act 2002. The UE/CE Group is responsible, in conjunction with Group Managers and the Culture and Engagement Director, for the development and delivery

of user experience and community engagement initiatives across all Council activities and services.

### **Purpose of the Position**

To develop and deliver strategic marketing plans and activities that enhance and promote the Timaru District Council and its facilities' reputation in line with the Council's strategic direction.

### **Key Relationships / Customers**

<b>External</b>	<b>Internal</b>
Members of the public	Group Managers
Community groups and influencers	Senior Leadership Team
Iwi and mana whenua	Elected Members
Local businesses	All TDC Staff
Cultural sector, sports groups, event bookers	
Media	

### **Position Responsibilities**

1. Provide advice and strategic direction, as well as lead the development and delivery of high-level strategic marketing plans for Council and its facilities, in line with Council strategies and brand principles, in conjunction with the Communications and Engagement Manager.
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. Support the development and management of brand strategy for Council and its services, in conjunction with the Communications and Engagement Manager.
6. Provide analysis and regular reporting on marketing activities.

7. Provide high level advice and guidance on marketing strategy to other key staff and managers.
8. Provide mentorship and advice to other members of communications and marketing team.
9. Work in partnership with other key staff and departments to ensure campaigns are timely, relevant and measurable.
10. Apply knowledge of the principles and articles of the Treaty of Waitangi to marketing and work practices.

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

11. Develop and deliver digital marketing and email direct marketing strategy and plans for Council and its services.
12. 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.
13. Work in conjunction with the Communications Advisor to develop digital and marketing collateral.
14. Support the growth of our digital channels and presence with innovative and creative ideas.

### **Other**

15. Contribute to the wider Communications team to support digital, graphic design and marketing activities, as required.
16. Actively engage in setting own goals and objectives.
17. Assist with other duties as reasonably required by the Group Manager.
18. Take responsibility for ensuring Council information, data and records are stored with appropriate accessibility in designated systems, using processes and tools as described in the current Information Management Policy.
19. 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.
20. To be actively involved in Civil Defence Emergency Management when required.
21. To live the COSI values; Customer Focus, One Team, Success and Integrity and consciously support a team culture that is consistent with the overall organisation's values.

## 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>	Local authority experience.

## 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.
- Sound time management and ability to work positively under pressure.
- Experience and competency in managing budgets.
- High level of honesty, integrity, confidentiality and a trustworthy manner.

### Desirable:

- 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.

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Stephen Doran  
**Communications Manager**

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**Communications and Marketing  
Advisor**

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**Date**

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**Date**