Job Description

Position Title:	Marketing Manager – Business
Reports To:	Senior Marketing Manager
Direct Reports:	Nil
Locations:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office)
Status:	12-month fixed term, Full-time.
Date:	May 2021

ChristchurchNZ MISSION: Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ PURPOSE: Grow the economy for all

Why is this role important?

The Marketing Manager Business is an important role in evolving our city as a destination, connecting changemakers, attracting visitors and stimulating economic activity to Ōtautahi Christchurch. Weaving the Christchurch story in to all marketing activities, the Marketing Manager will work closely with the Innovation and Business Growth team to ensure Christchurch's reputation grows as a vibrant and exciting city – a great place to do business where our people experiment and test new ideas and innovate in business, technology and society.

What this role is about?

Strategy	• Develop and implement collaborative strategic marketing plans for your programmes that optimise the organisation's marketing resources and ensure all activity delivers to the organisations strategic outcomes and KPIs. • Lead marketing activities for the organisation with a focus on supporting the Innovation and Business Growth programmes, developing the city proposition for attraction and retention in line with the city narrative • Work closely with cross-functional teams to ensure the development of sharp marketing briefs and top-line audience requirements • Brainstorm innovative and creative B2C and B2B marketing strategies that help optimise audience reach through all projects • Collaborate closely with city-side business leadership, and tertiary education institutions in the development of effective campaigns and cut-through content strategies, maximising their engagement and adoption.

	• Analyse market intelligence, industry trends and best practice with the wider team to help adjust strategy and optimise performance in the market
Marketing Activity	• Deliver on ChristchurchNZ's strategic goals through targeted B2C and B2B campaigns, PR initiatives, and trade marketing activity supporting the Innovation and Business Growth programmes that includes the Canterbury growth industries of Agri-tech, future food and fibre, as well as aerospace, future transport and technology. • Main point of contact in the MBC team for the Innovation and Business Growth programmes, collaborating to develop and deliver agreed marketing outcomes and be a key conduit with the wider MBC team. • Partner with industry stakeholders in the development of major above and below the line campaigns profiling the city and the region to our key target audiences • Support the creation and management of campaign assets aligned with city narrative and organisation branding guidelines • Effectively brief and collaborate with the MBC teams to develop concepts and activations that meet the needs of the target audience across all relevant channels. • Directly manage the traditional media buying for your programmes, aligning with the digital marketing team • Create a cohesive, positive and energetic teamwork environment that focuses on delivering to the priority projects as directed by the organisation. • Work closely with the PCMO to optimise the development of business cases and support the evaluation of resource requirements
Project Management	• Deliver assigned marketing projects ensuring scope, timeline and budget are met including reporting on variances to plan • Maintain project plans identifying critical path activities, resource requirements and key project milestones • Oversee, prioritise and manage the development of Innovation and Business Growth presentations and hosting with support from the wider team as required • Develop and enhance marketing stakeholder engagement through excellent communication and meeting coordination for the duration of all projects keeping all parties aligned • Prepare documents, presentations and reports for stakeholders and the PCMO • Provide contract monitoring for assigned projects including contract creation when required • Provide support and motivate others in order to achieve projects outcomes and contractual commitments

Process & Systems Improvement	• Actively seek out ways to improve systems and processes and implement these changes where appropriate • Actively seek out and implement methods to improve communication, data collection, reporting and project efficiency • Capture and promote best practice methodologies, systems and processes across the organisation • Conduct post reporting on all projects to share lessons learned back into the organisation

ChristchurchNZ ways of working

Leadership	• Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit • Participate fully in team meetings providing updates on project progress, new developments and other relevant information • Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them • Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance • Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating • Identify and pursue opportunities to ignite bold ambitions
Corporate Responsibility	**Stakeholder Engagement** • In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes • Disciplined and regular use of CRM to enable a shared understanding of our stakeholders • Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy **Commercial Capability** • In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams • Act with integrity and aim to over deliver on our commercial agreements **Business Systems & Compliance** • Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role

	• Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems • Prepare reports in a timely and accurate manner as required • Approve payments and spending in line with the delegated authority associated with this role • Use the Projects & Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money **Sustainability** • Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost • Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs **Maoritanga** • Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection • Considers Maoritanga in all aspects of business, and engages with iwi where appropriate
Health & Safety	• Comply with the Health and Safety Policy and processes at all times • Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating • Follow safe methods and take no unreasonable risks with your own or any other persons' safety • Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager • Seek assistance or advice where the safe method of completing a job is not known
Professional Development	• Proactively seek out relevant professional development activities to pursue in agreement with your manager • Keep up to date on industry trends in your field of expertise

Key Relationships/Customers/ Clients

Internal Relationships	**Nature of the Relationship**
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
External Relationships	**Nature of the Relationship**

External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.	Stakeholder engagement and service delivery to achieve aligned outcomes

Qualifications, Knowledge and Experience specification

Tertiary qualification in marketing, communications or a related field
Significant experience in marketing and communications project management oversight
Experience delivering strategic marketing and communications objectives for targeted audiences
Articulate and confident communicator with the capability to communicate with a diverse range of stakeholders at all levels
Excellent written communications – skilled in the art of storytelling
Experience reporting on key business metrics within projects
Experience in business to business and business to consumer marketing communications, including niche audiences
Experience managing projects across multiple functions
Experience or interest in the areas of business , innovation and Canterbury's industry growth clusters desirable but not required
Strong listening influencing and critical thinking skills
Able to juggle multiple projects and meet tight deadlines while paying impeccable attention to detail
Intermediate skills in MS Office

General

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 to contribute to the overall success of the organisation, if asked to do so.