



Job Description

Position Title:	General Manager – Marketing, Brand & Communications
Reports To:	Chief Executive Officer
Direct Reports:	19
Location:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office)
Status:	Permanent Full-time
Date:	November 2020

ChristchurchNZ is a subsidiary of ChristchurchNZ Holdings Ltd.

Our purpose is to:

Stimulate sustainable economic growth for a more prosperous Ōtautahi Christchurch.

Our mission is to:

Ignite bold ambition for Ōtautahi Christchurch.

The work of the entity support progress towards a core set of 10-year goals, designed to deliver prosperity for Christchurch.

The work of the organisation seeks to deliver outcomes in core strategic areas that are outlined annually in a Statement of Intent. These outcomes are achieved through key activity outlined in the Annual Business Plan and supported by the Annual Budget and Staff KPIs.

Job Purpose

The key purpose of this position is to maximise connection with high value audiences. The Marketing, Brand and Communications team will participate in the strategic development of all ChristchurchNZ activity, be the primary source of the brand voice and maximise reach and connection to high value audiences. The team will focus on promoting Christchurch as a destination for all visitors and migrants focusing on leisure, innovation, business, science, research and education sectors. This team is responsible for championing the Christchurch Narrative on behalf the city.

The General Manager – Marketing, Brand & Communications is responsible for:

- Leading the creative and strategic development of all ChristchurchNZ marketing and brand activity
- Owning the brand strategy for all ChristchurchNZ platforms, products and services
- Leading the development and implementation of the City Narrative
- Promoting all activity and maximising audience connection and effectiveness
- Engaging with internal and external stakeholders to promote and leverage the ChristchurchNZ brand owning the story and driving connection with the audience
- Partnering in the collective oversight of the following City Strategies: Christchurch Visitor Strategy, Christchurch Economic Development Strategy, Major Events Strategy, Antarctic Strategy, and the City Narrative

- Providing courageous leadership to ensure all decision making and activity is tested against our mission to ignite bold ambition in Otautahi-Christchurch significantly benefiting social, cultural, economic and environmental benefit to Canterbury
- Leading and growing the effectiveness of the Marketing, Brand and Communications team

Key Accountabilities

<p>Leadership</p>	<ul style="list-style-type: none"> • Grow an engaged culture through inspirational leadership that embraces the spirit of our people and ensures our team are inducted, trained and interacted with to a standard worthy of the trust Otautahi-Christchurch and the greater Canterbury region has placed in us • Lead and drive a culture of bold ambition that is not afraid to challenge the status quo and execute our mission of igniting bold ambition internally and externally • Grow a culture that embraces diversity and the spirit of our people including Mana Whenua and Maoritanga • Participate in strategic senior leadership forums contributing to the development of the organisational direction • Provide direction, motivation, training, performance management and career development of direct reports in order to achieve and exceed organisational goals • Build an engaged culture of safety and wellness that is maintained both at work and in any environment in which the organisation could be considered to be operating within current legislative framework • Ensure all team members use appropriate business planning tools following organisation information management guidelines including the CRM and project management software
<p>Marketing and Brand Strategy</p>	<ul style="list-style-type: none"> • Oversee a cohesive ambitious brand strategy for ChristchurchNZ platforms, products and services that 'Ignites bold ambition for Otautahi Christchurch' • Oversee strategic marketing, brand and communications plans that deliver on ChristchurchNZ's strategic goals through active, targeted, strategic marketing and communications • Oversee the development and delivery of the City Narrative and ChristchurchNZ brand strategy • Oversee development and implementation of strategic marketing plans and products required to support the work of the Innovation and Business Growth and Destination and Attraction pillars working in the Matrix model • Oversee the development and implementation of the Digital Marketing Strategy for ChristchurchNZ • Act on market intelligence, industry trends and best practice to adjust ChristchurchNZ strategy and stay relevant in the market and ignite bold ambition • Lead appropriate networks and industry partnerships that are relevant to ChristchurchNZ's strategic intent • Work in partnership with the Revenue and Commercial Partnerships to maximise revenue opportunities

Marketing, Communications and Promotional Activities	<ul style="list-style-type: none"> • Oversee all marketing and promotional campaigns, PR initiatives and trade marketing activity, ensuring adherence to the overall ChristchurchNZ strategy and delivery that is within budget and on time • Ensure all ChristchurchNZ platforms, publications and content are relevant, targeted, consistent with our brand profile and reach the widest possible relevant audience, and are consistent with ChristchurchNZ brand strategy and the City Narrative • Ensure the visiting media programme supports ChristchurchNZ’s campaign and brand goals and delivers effective results in respect to audience reach and targeting • Establish a core performance dataset that delivers effective performance measurement of ChristchurchNZ’s marketing and communications work • Identify research needs to enable ChristchurchNZ to clearly define market requirements and implement appropriate tactics to achieve goals • Manage reputational risk and respond in an effective and efficient manner • Develop, implement and review major marketing campaigns in target markets • Ensure the ChristchurchNZ brand and logos are proactively protected and universally maintained • Enhance ChristchurchNZ’s capacity and capability to promote major Christchurch based events and develop and deliver an annual promotion plan • Oversee all communication across social media and ensure monitoring of social media outlets for communication pertaining to ChristchurchNZ • Ensure proactive strategic communications activity and timely tactical responsive activity to maximise traditional and social media reach • Ensure media queries are handled quickly and transparently and serving the public interest is central to decision making • Ensure openness and organisational transparency is considered with regard to all communications decision-making
Internal and External Stakeholder Engagement and Management	<ul style="list-style-type: none"> • Lead a performance focused philosophy to supplier negotiation and management including ensuring effective communication to all suppliers • Deliver extra benefits to ChristchurchNZ’s Business Partners by creating opportunities to promote partner services • In conjunction with other SLT members, ensure all partnership programmes are appropriately promoted and are aligned with ChristchurchNZ’s brand strategy • Maintain effective communication with campaign partners and industry stakeholders on all campaign plans, opportunities and results • Interpret market trends and advise industry stakeholders on emerging demand trends and product development opportunities • Effectively share market insights and strategic goals and plans with industry partners and stakeholders • Attend, or ensure an appropriate ChristchurchNZ representative attends, all relevant networking and business functions to further strategic industry contacts and increase ChristchurchNZ brand familiarity

	<ul style="list-style-type: none"> • Ensure our people are our primary ambassadors and fully understand our strategic and tactical priorities and can easily communicate our purpose and the value we provide • Work with stakeholders to ensure they are kept up to date with relevant information, regulations, issues and opportunities ensuring positive outcomes • Adhere to and work within the Local Government Official Information and Meetings Act 1987 • Ensure strategic and tactical successes are communicated and understood across the organisation through consistent communication to all staff
Team management & Development	<ul style="list-style-type: none"> • Ensure all staff have a clear understanding of their roles and responsibilities, developing a highly effective and motivated team • Ensure all staff are inducted and trained in organisational standards creating a culture that aims to invigorate, motivate and grow our people enabling them to do their very best work and develop throughout their careers • Lead regular operational team meetings to ensure all staff are briefed in a timely manner on organisational goals, business priorities and operating procedures, and other relevant information to the wider ChristchurchNZ teams • Establish training and coaching programmes that are focused on optimising team performance, enhancing specialist knowledge and encourage staff to continuously develop skills • Engage in robust 1:1 conversations with direct reports on a regular basis • Drive the recruitment of additional team members as required • Ensure members of the team positively contribute to cross functional project teams
Corporate Responsibility	<p>Stakeholder engagement</p> <ul style="list-style-type: none"> • Seek out and develop appropriate professional relationships in order to contribute to the organisational work programmes by sourcing support and making introductions between interested parties • Utilise the CRM to enable effective stakeholder management processes <p>Business Systems & Compliance</p> <ul style="list-style-type: none"> • 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 performance measurement records accurately and effectively utilising the appropriate business systems. • Preparing monthly management reports in timely and accurate manner. • When appropriate, utilise the Projects & Contracts Management Office pipeline, processes and policies to ensure effective delivery of projects and contracts that are aligned to organisational priorities and deliver value for money • Approve payments and spending in line with the delegated authority associated with this role • Promote a positive and professional image of ChristchurchNZ at all time

	<ul style="list-style-type: none"> • Participate fully in team meetings, providing updates on project progress, new developments and other relevant information to the wider ChristchurchNZ teams <p>Sustainability</p> <ul style="list-style-type: none"> • 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.
Health & Safety	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Be responsible for your own professional development • Attend relevant and value adding professional courses and programmes in consultation with the CEO

Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
All ChristchurchNZ staff and contractors	Working in collaboration to achieve business objectives
ChristchurchNZ Board	Liaise with
External Relationships	Nature of the Relationship
Private sector business, locally, nationally and internationally Ngai Tahu Government ministries Local government entities Industry bodies	Liaise with

Qualifications, Knowledge and Experience specification

Successful track record in marketing and brand management at a senior level (minimum of 7 years)
A marketing and/or communications degree (minimum)
The ability to clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain messages
Well developed understanding of targeting consumers online, strategic marketing, digital marketing, search engine optimisation, behavioural targeting of consumers and web performance measurement
Knowledge and experience within media, communications and campaigns sectors
Demonstrated commercial and financial acumen at a senior management level
Established understanding of best in class communications and marketing strategies necessary to improve performance in the Identified target sectors, including leisure and tourism
Established track record building and maintaining healthy mutually beneficial stakeholder relationships
Proven track record of success in building and leveraging marketing partnerships and implementing innovative marketing strategies
Demonstrated understanding of the principles and delivery of effective leadership and performance management
The ability to clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message

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, if asked to do so.