Palmerston North City Council
Job Profile

Position Title	Communications and Marketing Advisor
Reporting to	Head of Communications & Content
Unit	Marketing and Communications
Date Created	May 2019

Values

We're committed to fostering an environment where our values of trust, worth, service, and transformation are the cornerstones of our interactions with each other and the city we serve. We believe it's essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

Context

This role is within the Council's Marketing and Communications Unit which creates, manages and delivers all marketing, communications, events and venues requirements for the Palmerston North City Council.

The Unit includes the Communications and Content division, Brand and Marketing division, the Events and Partnership division and Venues division (includes CET Arena and Palmerston North Conference and Function Centre).

Main Purpose

To act as the Communications and Content account manager to ensure Council's strategies, visions and goals are aligned and promotional opportunities maximised. The role works closely with each of the Communications Advisors to manage internal communications for Council, and the Community Unit divisions to support the promotion of the work of the Unit with its community partners.

The areas of focus are in design and delivering the Council's internal marketing and communications requirements and support the Community Unit's staff to deliver the marketing and communications activities (city libraries, community development, social housing, and the Central Energy Trust Wildbase Recovery Centre). This role will also act as a contact liaison with the Council Controlled Organisations (CCOs) to enable the delivery of the Marketing and Communications Unit objectives.

Key Areas of Responsibility

To provide communications and marketing advice and support to Council in order to achieve Council's strategic direction.

Achieving this will involve:

- Managing the Community Unit's brands and profile so they're aligned with Council Brand and Marketing division's brief.
- Act as an account manager for the Community Unit to ensure council-wide strategies are aligned, and promotional opportunities maximised.

- Provide strategic marketing and communications planning advice to the Community Unit teams.
- Support the Community Unit staff through the development of templates and processes that support the effective development and delivery of promotional and communications collateral.
- Researching and writing stories, or promoting activities that may be of interest to either the public or Council staff that illustrates Council's aspirations involving the community.
- Internal marketing and communications functions to support the wider Communications and Marketing unit the culture and transformation programmes of work
- Project work as directed.

Build partner and stakeholder value and relationships to benefit Council

- Develop and build positive relationships with Community Unit staff, other Council staff and Council venue stakeholders and iwi so there is strength in the relationships and opportunities to promote the wider work of Council.
- Develop links between the community, and the Marketing and Communications Unit to achieve unit strategic objectives
- Act as an account manager to Council Controlled Organisations (CCOs) as a link between this stakeholder group and the Marketing and Communications Unit.
- Deliver the internal communications and marketing requirements to support PNCC corporate objectives and culture

Maximise utilisation of council assets and resources

- Scope and project manage the digital alignment between council and community websites as required by the Head of Communications and Content, working with the specialists within Community, Marketing and Communications, and Information and Technology units.
- Ensure the Community Unit's marketing and communications needs are aligned and managed efficiently so there is no duplication, and meaningful outputs are achieved
- Coordinate and manage the internal communications channels such as the content and copy for the intranet, deliver corporate internal communications and marketing functions

Proactive in assisting the Communications and Content team and Marketing and Communications unit in achieving their objectives. This will involve:

- Active communication with other staff and participation in regular unit and team meetings.
- Providing feedback to the team and wider unit on emerging issues.
- Sourcing and moderating internal communications content and copy to compile into compelling information delivered through our internal communications channels.

Please note: *Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required. This role is one of a team of communications advisors and it may be required to rotate unit portfolios either for business needs or for professional development and training.*

Risk Management accountabilities for all employees

- **Council Policies and Procedures**: Ensure self and team comply with applicable council policies and procedures.
- **Environmental**: Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety**: Comply with Health and Safety obligations (eg observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)
- **Employment Legislation**: Comply fully with employment legislation and adhere to applicable policies in the areas of employment, EEO and recruitment.

Key Relationships

Internal:

- Communications and Content Team
- Events and Partnerships Team
- Brand and Marketing Team
- Venues Team
- Community Unit

External:

- Community groups
- Council Controlled Organisations
- Event Organisers
- Public

Typical qualifications, skills and experience:

Knowledge and experience

- Excellent writing skills and writing experience using a variety of channels and formats preferably with internal communications experience for a large multidisciplinary organisation
- Marketing and communications experience from composing and conducting market research to campaign monitoring, delivering effective campaigns to promote Council initiatives
- Relevant tertiary qualification (degree or post-graduate qualification) and/or equivalent experience in, communications and preferable some marketing experience.
- Experience in developing and maintaining stakeholder relationships.

Skills and Attributes

- Ability to build and maintain constructive and effective relationships with stakeholders and clients championing the Marketing and Communications Unit services and capability.

- Initiative to support community and Council initiatives with the ability to identify opportunities and convert opportunities
- High degree of integrity with the ability to maintain strict confidence especially when dealing with sensitive and confidential information
- A strategic thinker with the ability to identify risks and opportunities, understand complex information and to quickly convey it in plain English
- Work as a cross-functional team member of the Communications and Content team and the Brand and Marketing team when representing community campaigns
- Contribute to the successful usage of a CRM system through maintaining community customer data
- Report against communications and marketing plans and presenting these to community stakeholders
- Ability to communicate effectively with a wide range of people from varying backgrounds in an effective and professional manner (written, phone, and face-to-face).
- Be detailed focused and ensure a high level of accuracy and consistent quality
- Computer literate – must be able to use Microsoft Office Package including Outlook, Word, and Excel PPT to an intermediate level (minimum) and willing to learn new software such as CRM
- Ability to present well, lead and influence stakeholders
- Be creative and think 'outside the square' proactively seeking new marketing and communications opportunities

Remuneration

- This role is graded at **SP4** on the Council's remuneration system, i.e. between **$72,134** (85%) and **$84,863** (100%) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors.
- In addition, a benefit entitlement of **5**% of base salary is available.

Hours of work

This role may be required to work outside of normal hours to meet the demands of functions and events. Pre-approved time-in-lieu arrangements will be made on an event-by-event basis.

Other

The position may be called to work outside normal working hours in the event of a Civil Defence emergency or exercise, brand or media reputational issue or event requirement. The job holder will be expected to participate fully in training provided for this and any other Unit activities.

Competencies

Customer Service	▪ Able to identify and understand customers' needs, find solutions, seek feedback and identify and implement solutions
Communication	▪ Able to provide clear communication, seek clarification and communicate with a variety of people
Business ethics	▪ Good understanding of and able to implement an ethical approach to work
Information technology	▪ Able to utilise the relevant computer packages used at Council

Role specific	
Relationship Building	▪ Develops and maintains networks of key stakeholders ▪ Understands stakeholders' views and why they are held ▪ Develops a network of industry / staff contacts to keep abreast of latest ideas and concepts Demonstrates sensitivity to other groups and values diversity
Professional Skills	▪ Has developed a body of relevant and current professional knowledge reflected by an appropriate qualification ▪ Knowledge of relevant legislation ▪ Take opportunities for professional development) ▪ Membership/be working towards membership of a professional body (if relevant) ▪ Knowledge base is extensive, current, and regularly updated ▪ Understanding the Te Tirit o Waitangi/The Treaty of Waitangi
Organisational Excellence	▪ Continually seeks to improve own performance ▪ Seeks best practise solutions to improve performance ▪ Recognises opportunities for innovative solutions to improvement ▪ Continually seeks to improve organisational performance ▪ By own example empowers others to succeed and to seek excellence ▪ Does not accept poor performance
Political Acumen	▪ Operates in an apolitical manner offering unbiased professional advice ▪ Operates in a fair, consistent, and equitable manner ▪ Understands the political systems and underlying drivers ▪ Understands the statutory and legal framework the Council operates within and able to effectively operate within this framework
Intellectual Capability	▪ Shows evidence of high-level analytical thinking ▪ Goes beyond the immediate problem presented and probes to make sure all aspects are addressed ▪ Rapidly and accurately identifies key issues or actions ▪ Goes beyond the information immediately available ▪ Able to consider the wider implications ▪ Systematically breaks down multi-dimensional problems or processes into component parts; uses analytical techniques to identify and critically evaluate options ▪ Shows evidence of high level conceptual and innovative thinking ▪ Generates and/or recognises imaginative (out of the box) solutions and innovation ▪ Rapidly and accurately identifies key issues or actions in complex situations
Project Leadership	▪ Scopes projects effectively and secures necessary resources to achieve agreed outcomes ▪ Communicates and sells the project to key stakeholders ▪ Builds strong relationships ▪ Focuses on the delivery of the project, removes barriers to progress

	▪ Motivates and empowers others to achieve the project goals ▪ Models the expected behaviours ▪ Uses emotional intelligence to assist others to achieve ▪ Monitors progress and undertakes corrective actions as necessary Demonstrates resilience, able to maintain performance over an extended period
Team Work	▪ Is an active and contributing team player ▪ Models the standards for teams and team work ▪ Understands team dynamics ▪ Establishes the standards for teams and teamwork ▪ Champions the development of teams, and recognises the advantages they can bring to the organisation