



He whakaaturanga mahi

DRAFT Job profile

Position Title	Marketing Officer - Campaigns and Multimedia
Reporting to	Marketing and Communications Manager
Team	Finance and Systems
Date Created / Updated	May 2022

Vision: He Whakatūwhera – Beyond Boundaries

People want deeper and more energetic access to their museums, and around the world there is a growing movement that rightfully demands more meaningful and authentic inclusion, representation and participation.

Te Manawa opens doors to remove the barriers that prevent people from experiencing and participating in the work that we do. We all want to see and hear our stories told, in our own voices. We want personal experiences that touch us emotionally, inspire us creatively and give life and mana to our collective heritage – making for an exciting place to live.

The main goal of Te Manawa Museums Trust is to provide the people of Manawatū and beyond with interactive experiences in art, science and heritage and forge everlasting connections.

Our values are based on the principles of

- **Manaakitanga** (care and hospitality)
- **Creativity** (being bold and fearless)
- **Freedom** (trying new things and championing all people)

Our vision to overcome boundaries presents us with challenges and opportunities that are unique, at times complex, and underpin all efforts to boost the profile of Te Manawa and its activities. People should feel passionate and excited about, and attached to Te Manawa, the collections we care for, and the experiences we shape with them.



Main Purpose

The Marketing Officer helps take the Te Manawa story to the world ensuring that the work we do with – and for – our community is promoted far and wide.

Responsibility for Managing Staff

Direct Reports: Nil

Financial Authority

As per delegated authority

Key Areas of Responsibility

- Coordinate and disseminate publicity materials in both digital and print media forms
- Work with internal and external stakeholders to promote Te Manawa event campaigns to a wide audience.
- Schedule advertising campaigns in conjunction with the Communications and Marketing Manager
- Conduct post analysis on all paid media and collate data for reporting
- Maintain and develop tools for engagement
- Maintain digital API feeds and SEO for web presence
- Assist with the production and distribution of multi-media initiatives including video, photography, online experiences, vlogs and Podcasts
- Help manage access to, and functionality of our digital accounts, products and communications databases.
- Support the integration of collections, exhibition and programme digital interactives with Te Manawa communications platforms and extend the visitor experience beyond the physical premises

Please note: Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Te Manawa 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 Agreement (PDS) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.

Risk Management accountabilities for all employees

- **Policies, Procedures and Legislation:** Ensure compliance with applicable organisation policies and procedures. Comply with all applicable legislation.



- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and organisational policies.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. 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 that 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).

Key Relationships

Internal:

- Finance and Systems Leader, Marketing and Communications Manager, Communications Coordinator, Curiosity Experience Manager, Visitor Experience Manager, Sustainable Funding and Innovation Manager, Online Experience Coordinator, IT

External:

- Hospitality providers, media advertising and sales representatives, distribution partners, Tourism New Zealand, Central Economic Development Agency, Palmerston North City Council, strategic promotional partners.

Typical knowledge, skills, and attributes

Knowledge (*qualifications and experience*)

- At least two years' experience in Marketing and promotions is essential
- Relevant tertiary qualification in Marketing/Communications is highly desirable
- An awareness and understanding of Te Tiriti o Waitangi (Treaty of Waitangi)
- A basic level of Te Reo Māori
- An understanding of Cultural Safety in practice

Skills and Attributes

You'll be:

- Motivated and Outgoing – able to interact with distribution partners with clarity, enthusiasm and confidence, and to generate excitement for our campaigns and values at every opportunity,
- Solution-focused – able to think outside the box to solve challenges and forward-thinking – able to identify opportunities to get in front of our target audiences,
- A brand ambassador with the ability to sell.

You'll have:



- A strong Marketing mindset – able to see the world as our target audiences do and ensure the method and tone of our promotions is always fit for purpose and true to our strategic values,
- The ability to develop and work to a schedule (and to be flexible when that schedule needs to evolve or adapt to changing priorities),
- An eye for photography and video to frame and capture images that win hearts and minds

Technical proficiency:

- Computer skills are essential. You'll be working in Windows-based software.
- Multimedia proficiency in photography, videography and audio.
- Experience with Adobe design software including Photoshop is an advantage.

Usual Hours of Work

The job holder will be expected to work the hours necessary to fulfil the obligations of the position to the expected standard. This is anticipated to be around 40 hours per week but will depend on the demands of the position at any given time.

Remuneration

This role is graded at **GP5** on the Te Manawa's remuneration system, i.e. between **\$57,429** (85%) and **\$67,563** (100%) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors.

Core Values

Manaakitanga

We are passionate about the Taonga/ treasures we care for on behalf of the community; and their power to inform and transform us now, and into the future.

Creativity

We are committed to making a real and positive difference. We think clearly and openly about how Te Manawa can best evolve to achieve this - and when and how we need to think outside the square, and be brave, daring and fearless in our thinking and actions.

Freedom

The principle of TATOU / WE is central to everything we do, acknowledging the mana of each person and the collective mana of all. Open communication - the ability to listen actively, with respect, and to frame relevant questions that will unlock meaning, insights and value - underpins our culture.