

Marketing Executive



Mackenzie
DISTRICT COUNCIL

Position Description

Position Description

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| Position: | Trade & Marketing Executive |
| Incumbent: | TBC |
| Reports to: | Mackenzie Tourism Manager |
| Location: | To be negotiated but must be in Mackenzie Region: remote, hybrid or in office (Fairlie or Twizel) |
| Hours: | To be negotiated: 25-30 hours per week |
| Department | Corporate, Commercial and Planning |
| Business Unit: | Tourism |
| Role Family: | Technical / Expert roles |

| Customer Relationships: | Who: |
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| ➤ External | <ul style="list-style-type: none">➤ Tourism New Zealand➤ Other regional tourism organisations➤ Trade partners➤ Local tourism operators➤ Industry groups and associations➤ Marketing and design agencies➤ Media partners and suppliers➤ Suppliers, contractors, consultants and partners➤ Relevant professional bodies |
| ➤ Internal | <ul style="list-style-type: none">➤ Mackenzie Tourism Manager➤ General Manager Corporate, Commercial and Planning➤ Executive Leadership Team➤ Elected Members➤ All other Mackenzie District Council employees |

Position Contribution:

To support the delivery of the strategic priorities and KPIs for the Tourism team, the regional tourism organisation for the Mackenzie.

The role is a key liaison for Mackenzie operators, travel trade partners and industry partners such as Tourism NZ and neighbouring RTOs. A strong focus is required on developing and nurturing such relationships, representing the region at trade events, and coordinating trade and media family activity. The role also supports the day-to-day delivery of consumer promotional activities designed to attract visitors; management of the website, social channels and databases; and coordinating industry online and in-person events.

Occasional travel around the region to attend meetings, host families and visit businesses is required. The role is also required to attend out-of-region trade events and sales calls as required.

The role is critical for assisting with the delivery of job specific responsibilities in line with the Mackenzie District Council's various Business Unit programs of work, which includes ensuring environmental risks are minimised and infrastructure is run efficiently.

The Mackenzie District Council is focused on the delivery of best practice and innovation, collaboration and embracing kaitiaki principles in all that it does.

| <i>Scope:</i> | <i>Dimensions:</i> |
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| Delegated levels of authority | Refer to MDC Delegations Manual |
| Span of Control | No direct reports or budget accountability |

| <i>Expected Outcomes:</i> | <i>Primary Areas of Responsibilities / Measures:</i> |
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| Relationship management | <ul style="list-style-type: none">• Proactively develop and nurture relationship with tourism trade partners, and facilitate connections with operators. This includes attending trade events, sales calls and comprehensive follow-ups, as well as responding to enquiries in a timely manner.• Develop and nurture relationships with Mackenzie operators, keeping up to date on product developments and personnel changes.• Take the lead role in organising appointments and attendance at trade events, ensuring presentations and messaging are well prepared and tailored to the client.• Represent the Mackenzie as required at industry or stakeholder events and meetings.• Develop, coordinate and host media and/or trade families including fulfilling the related health and safety |

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| | <p>requirements. This may include outside of office hours and travel within the District.</p> <ul style="list-style-type: none"> • Support external stakeholders such as Tourism NZ to deliver in-region activities and activations. |
| Marketing and Administration | <ul style="list-style-type: none"> • Manage content changes on the MackenzieNZ.com website and facilitate any design or functional changes (via third party). • Manage and maintain the Mackenzie Region's social media platforms, producing compelling organic content to drive engagement, and responding to comments and enquiries. • Maintain the various databases, and assist with eDM communications to the various audiences. • Support the development and hosting of industry events, activities and workshops. • Coordinate photo and video shoots, and develop written content to ensure promotional channels are compelling, and up to date. • Manage Mackenzie Tourism's content libraries and online folders to ensure assets are filed in a user-friendly manner. • Respond to external and internal content requests in a timely manner. • Develop and coordinate marketing collateral (using third party designers) as required. • Keep up to date and across market intel relating to the tourism sector, and participate in regular industry calls and information sessions. • Assist with the delivery of visitation campaigns and activity as required. • Assist with team administrative tasks such as purchase orders, invoice generation etc. |
| Health and Safety | <ul style="list-style-type: none"> • Ensure that all activities undertaken are in accordance with the Mackenzie District Council Health and Safety Management System and related procedures. • Ensure compliance with responsibilities under the Health and Safety at Work Act (2015), and any amendments. • Ensure compliance with requirements of the Motor Vehicle Policy • Actively participate in the hazard identification and risk management process and report all accidents, incidents and near misses in a timely manner. • Raise any health and safety related issues or areas of concern with manager or Health, Safety and Wellbeing representative as soon as possible. |

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| | <ul style="list-style-type: none"> • Engage in any Health, Safety and Wellbeing related training and complete all applicable course work. • Ensure their own safety while at work. • Ensure that no action or inaction of employees or volunteers while at work, causes harm to any other person(s). • Ensure all personal protective clothing (and equipment) is correctly used and/or worn (as specified in procedures or instructions). • Ensure that they assist with hazard/risk identification and control of risks as necessary and that they report all unsafe conditions without delay. • Ensure health and safety policies, procedures and processes are understood and complied with at all times. • Ensure all accidents, incidents and near misses are reported accurately and promptly to the relevant Business Unit Manager/Supervisor and Health and Safety Officer and online through MackSafe (within 24 hours of occurrence). • Know how and where to obtain first aid and medical assistance. • Ensure work areas are kept tidy to minimise the likelihood of injury to self and others. • Ensure health and safety issues of concern are communicated to the Manager. • Report/record all training and course attendances with the Health and Safety Officer |
| Mackenzie District Council Policies, Procedures, Processes and Guidelines | <ul style="list-style-type: none"> • Understand, be familiar with and comply with all Council policies and procedures. |
| Self-Development / Ongoing / Professional Learning and Development | <ul style="list-style-type: none"> • Continue to develop your marketing skills, knowledge and experience. • To build and maintain professional knowledge of Tourism Marketing. |
| Emergency Operations Centre | <ul style="list-style-type: none"> • To be actively involved in Civil Defence Emergency Management when required. • To assist or fulfill the role of Public Information Manager role as required. |
| Confidentiality and Record Keeping | <ul style="list-style-type: none"> • Ensure that all records are saved to the EDRMS. • Ensure that any confidential information that may be acquired, either directly or indirectly, is tagged and classified correctly, and is to be treated appropriately. |

The key responsibilities described in this document should not be construed as a complete and exhaustive list as it is not the intention to limit in any way the scope or functions of this position. Key responsibilities may be amended from time to time following consultation. The position holder may also be required to perform duties outside of their normal responsibilities as and when required.

Qualifications, Technical Skills, Knowledge and Ability:

- Minimum of 3 years in a trade and/or marketing role in the tourism industry.
- Demonstrated experience and understanding of working with and building strong relationships with external stakeholders and partners. Experience of working with travel trade desirable.

- Background and understanding of the travel trade industry and ecosystem, ideally with experience in presenting to trade.
- Demonstrated experience of event coordination. Experience with coordinating media and/or trade famils and activities advantageous.
- Demonstrated experience of basic digital marketing competencies: managing social platforms, websites, databases and eDM platforms.
- Knowledge of and respect for the principles of the Treaty of Waitangi, or willingness to learn.
- An understanding of the Health and Safety at Work Act 2015 and other relevant H&S legislation.
- Knowledge of the Local Government Act and Reserves Act and other relevant legislation, or willingness to learn.
- Marketing or tourism tertiary qualification desirable but not essential.

Our Values:

Integrity



Integrity is essential in local government because it is the cornerstone to build and maintain trust and confidence in public organisations, safeguard the public interest and promote high standards of behaviour.

Community Focused



We believe in being community-focused as this is essential for ensuring that the needs and desires of the community are heard and addressed, building trust and collaboration between the community and local government, promoting economic development, and improving the quality of life for all citizens. We do this by providing better service delivery for higher community satisfaction, and increasing trust in government.

Collaborative



Collaboration is important to us at the Mackenzie District Council as it leads to increased productivity, better problem-solving, and improved employee satisfaction. We work with key stakeholders to build trust and develop relationships that lead us to solutions that will leverage the strengths of our Treaty partners and stakeholders.

Responsive



Agility is important to us because it will enable our communities to adapt to changing circumstances and respond quickly to new opportunities.

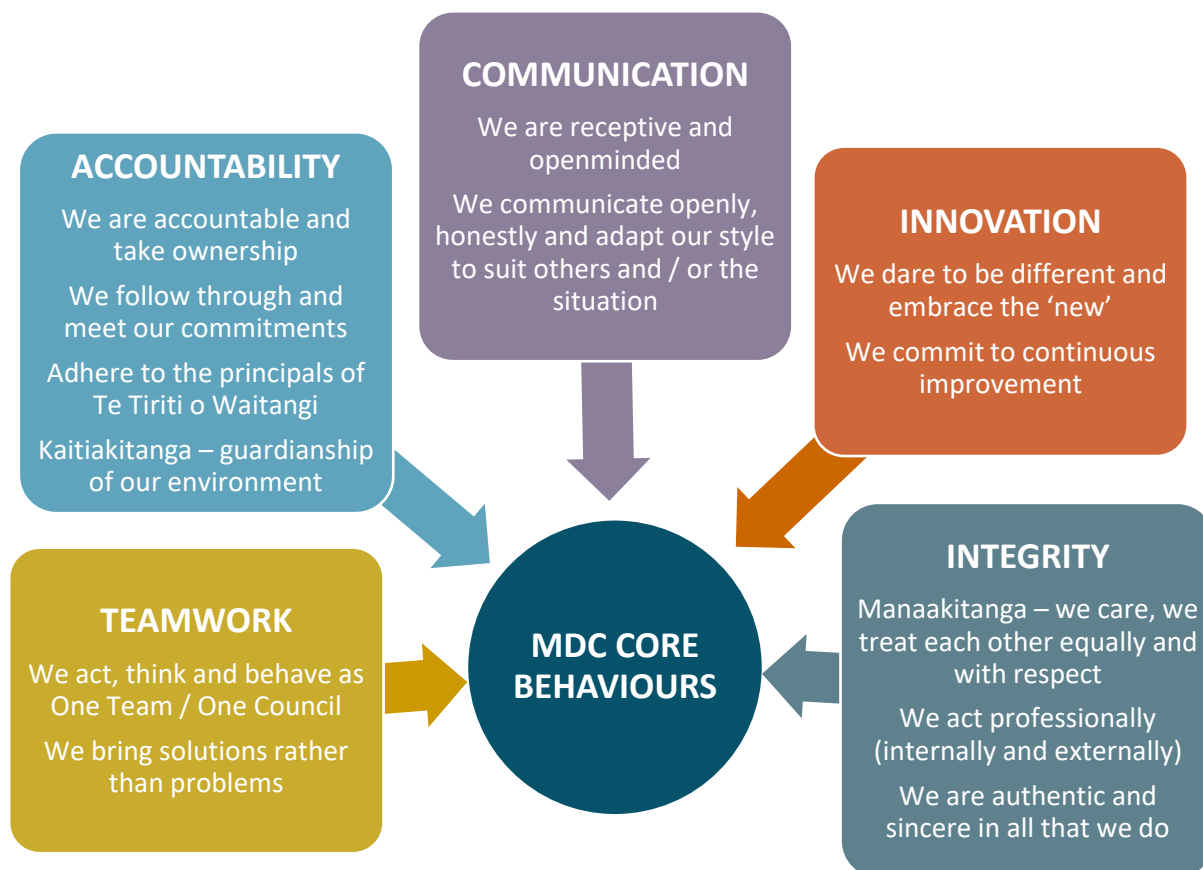
- **Faster response times:** Ability to respond more quickly to changes in the market, customer needs, and technology. This allows us to stay ahead of the competition and take advantage of new opportunities.
- **Improved innovation:** Agility fosters a culture of learning and systems thinking.
- **Better customer satisfaction:** Delivery of products and services that meet or exceed customer expectations, and higher levels of satisfaction.
- **Increased efficiency:** Optimise processes and resources, reducing waste and increasing efficiency.
- **Greater resilience:** Better equipped to handle unexpected challenges and disruptions, such as natural disasters, cyberattacks, or economic downturns.



Forward Looking

Be forward looking taking a long-term view allows us to anticipate future needs, manage resources effectively, and promote sustainable development for future generations. It also helps to address complex challenges such as climate change, growth. Ensure that we consider the long-term consequences and impacts of threats and opportunities, integrated proactive solutions can be developed.

Our Core Behaviours – Expected of all our Employees (Linked to our Values):



Job Family specific Behaviours:

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| Achieving Results | <p>Sets challenging goals for one self that assist with professional and personal development and growth, understands performance expectations, effectively manages own time and resources to ensure tasks and responsibilities are completed effectively, efficiently, safely and to a high standard.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Sets performance standards and goals. • Prioritises • Ensures high quality output. • Delivers • Leverages resources • Celebrates successes and achievements |
| Customer Focus | <p>Understands the customers of MDC and effectively meeting their needs, builds productive customer relationships and takes responsibility for customer satisfaction.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Establishes effective relationships. • Clarifies the situation. • Takes action. • Ensure customer satisfaction (win / win = public value) • Meets the needs of MDC |
| Commercial Decision Making | <p>Demonstrates a strong understanding of MDC's strategic goals / vision / values, business strategies, operations and functions; draws from experience and utilises industry information; recognises when further investigation is needed before decisions are made.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Applies commercial understanding to maximise results and MDC reputation. • Understands all aspects and functions of MDC. • Understands Local Government. • Makes decisions strategically ensuring the impact is considered. • Identify opportunities for the growth of MDC / District and it's communities. |
| Knowledge and Information sharing | <p>Actively shares and contributes own knowledge, skills and expertise to develop the knowledge, skills and expertise of others.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Identifies opportunities to share knowledge with others. • Ensures understanding. • Offers feedback. • Encourages application of information and knowledge shared |
| Ongoing Learning and Development | <p>Actively identifies new areas for learning needs to stay up to date and leading edge in area of expertise; regularly creates and takes advantage of learning opportunities;</p> |

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| | <p>uses newly gained knowledge and skill son the job and learning through their application.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Targets learning and development needs. • Seeks learning and / or development activities. • Maximises learning. • Applies knowledge, skills or expertise. • Openness to change and challenge |
| Teamwork | <p>Identifies opportunities and takes action to build operational and strategic relationships between own area and other areas, teams, business units, or organisations to help achieve both business goals and Council goals.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Identifies collaborative opportunities. • Establishes relationships. • Formulates action plans. • Considers the impact of ones actions. • Monitors relationships and progress |
| Effective and Successful Communication | <p>Recognises one's role in MDC's communication; clearly and succinctly conveys information and ideas to individuals and Council, communicates in a focused, appropriate and effective manner.</p> <p><u>Core Behaviours:</u></p> <ul style="list-style-type: none"> • Takes initiative to share information. • Communicates appropriately. • Listens to and comprehends communication from others. • Delivers clear messages. • Communicates in an open, honest and professional manner. • Ensures understanding. • Follows up |

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Position holder signature

Date

Line Manager Name

Date

Line Manager Signature

Date