

# POSITION DESCRIPTION

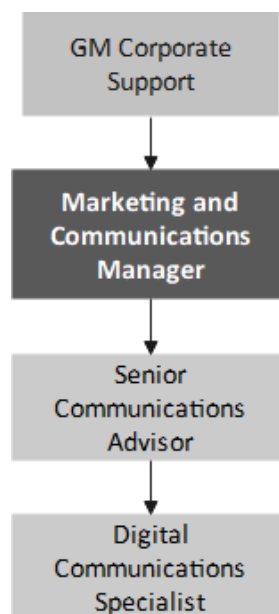


Job Title:	<b>Marketing and Communications Manager</b>
Department:	Communications
Responsible to:	GM Corporate Support
Responsible for:	Marketing & Communications
Date:	March 2025
Position Holder:	Vacant
Hours:	Full-time, 37.5 hours per week, Monday – Friday. On occasion, the employee may be required outside of these hours to accommodate the requirements of the role, for example, council meetings.

## Purpose

*This job exists to develop communications, engagement, and marketing strategies for Gore District Council and oversee Gore District Council's internal and external communications, to ensure consistent and quality information is provided and impeccable customer experience is delivered.*

## Organisation Context



## Functional Relationships

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/Lead	Deliver to
Internal	GM Corporate Support	✓	✓		✓		
	Digital Communications Specialist	✓	✓	✓	✓	✓	
	Chief Executive	✓	✓		✓		
	Mayor and Elected members	✓			✓		✓
	Other council staff	✓	✓	✓	✓		
External	Ratepayers and public members	✓			✓		
	Media	✓	✓		✓		

## Key Results Area

The position objectives of the Marketing and Communications Manager encompass the following areas:

- Marketing and Community Engagement
- Media and Advertising
- Communications Support

*The requirements in the above Key Results Area are broadly elaborated below.*

What you will do to contribute	As a result, we will see
<p><b>Marketing and Community Engagement</b></p> <ul style="list-style-type: none"> <li>• Plan and execute community outreach programmes and events to promote council initiatives and services.</li> <li>• Foster positive relationships with community groups, stakeholders, and residents.</li> <li>• Develop and implement strategies to increase community participation and feedback.</li> <li>• Represent the council at community events, meetings, and forums.</li> <li>• Provide marketing advice and support to the Council's community facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Advises on opportunities for improvements/works with facilities to implement improvements.</li> <li>• Communication and/or marketing plans are developed, tasks delivered in line with communication plans e.g., e-newsletters, written articles, web content, SM content, community workshops/markets, ads etc.</li> <li>• Works with the local iwi to apply a Te ao Māori in Council Communications.</li> <li>• Council events are supported by undertaking allocated tasks or working at the event as required.</li> </ul>

- Develop campaigns/community education materials as assigned by CE and GM Corporate Support.
- Undertake graphic designing for GDC.
- Assist with the organisation or delivery of Council events (such as volunteer awards, citizenship ceremonies, ANZAC Day etc) as required.
- Provide backup support when required to the GM Corporate Support for communicating before, during and after an emergency or crisis.
- Communicate key messages using appropriate channels:
  - Immediately within work hours; or
  - Within one hour of being notified outside of work hours
  - Relocate to work within the EOC if one is established.

- Cover and support are provided as required.
- The CE, Mayor, and relevant managers are advised on how to respond to best protect the Council's reputation.
- Work to actively improve the Council's relationship with local iwi to create and sustain an environment that promotes biculturalism and responsiveness to Māori issues.
- Participate in an event debrief and action on any assigned tasks to improve the Council's future emergency responses.
- Contribute to the preparation of the Long-Term Plan, Annual Plans and Reports and other Council documents.

***Media and Advertising***

- Build and maintain strong relationships with local, regional, and national media outlets.
- Serve as the council's spokesperson, handling media inquiries and providing statements.
- Prepare and distribute press releases, media kits, and other public relations materials.
- Organise press conferences, media briefings, and other media events.
- Write and send newsletters (EDMs) to keep the community informed. EDMs are sent to the appropriate audience/s.
- Undertake the Council's communications with external media, other councils, central government, ratepayers, community groups, and businesses through the preparation of Council related publications, media releases, etc as required.

- EDMs are created using Mailchimp, they are well-written and visually appealing and do not contain any errors.
- Managing audiences and lists (exporting, importing, adding contacts).
- Train others in using Mailchimp when required.
- Ensuring enquiries/responses are captured in the appropriate register.
- Producing media releases for allocated projects that capture the Council's tone of voice.
- Ensuring customer services and relevant managers are informed of potential media issues.
- Producing content for the Noticeboard.

- Thinks of the broader implications of news stories.
- Write the fortnightly Council in ChinWag Noticeboard liaise with staff regarding suitable stories.
- Manage the advertising system. Ensure ads are placed on time.
- Provide backup to the GM Corporate for advertising to ensure:
  - Systems are in place and utilised to ensure advertising is booked/well managed.
  - Advertising is timely (meeting all required deadlines) and accurate.
  - Advertising is consistent and fits with the Council’s branding.

- Cover and support are provided to the GM to manage the advertising system and review the content as required. All ad content is reviewed and improved where possible (e.g., plain English).

- **Health & Safety**
  - Champion and provide visible leadership in health and safety systems, practices, awareness and compliance to achieve a healthy and safe workplace.
  - Ensure proactive and accurate Health and Safety reporting across the business and with our people leaders, ensuring that managers’ corrective actions are implemented.
- Leadership**
- Lead, develop, coach and motivate team members, promoting employee engagement with constructive feedback, openness, acknowledgement and trust.
  - Ensure a workplace culture that meets GDC’s values including shared ideas, problem solving and mutual support within and across teams that empowers others to achieve results that are responsive, business like, well planned, safe and successful.

- Help evolve the Council’s Health, Safety and Wellness strategies, policies, processes and practices.
- Meet organisation goals through the proactive and consistent application of performance and development processes.
- Promptly address concerns relating to the performance of team members so that an appropriate support/development plan can be put in place.

## Financial Responsibility

	YES	NO
<b>Controls a budget</b>	✓	

### Budget Management:

- Develop and manage the marketing and communications budget.
- Monitor expenditures and ensure cost-effective use of resources.

## Person Specification

### Experience and knowledge

Essential:	Desirable:
Qualification in marketing, communications, public relations, or a related field.	Formal education in marketing and communication or bachelor's degree.
Minimum 5 years of experience in marketing, media, or, preferably in council, nonprofit or government sectors.	7+ years of experience in Marketing and Communications.
Knowledge and experience with a wide range of communication/engagement channels and their benefits.	Local government or public sector experience.
Extensive knowledge of the communication process and communication planning.	Knowledge of the Local Government Act and Local Government Official Information and Meetings Act.
Excellent written and oral communication skills.	
Excellent computer skills.	
Experience with Adobe Creative Cloud and video production.	
Full NZ driver's licence.	

### Specific Skills

- Proven creativity with problem-solving ability.
- **Attention to detail** – the ability to accurately check processes, tasks, and/or information no matter how small.
- **Communication**- conveys information and ideas through a variety of appropriate media to individuals or groups in a manner that helps them understand and retain the message. Communicates compellingly and articulately that instils commitment.
- **Commitment/Personal Accountability**- self-motivating and self-managing. Follows through projects to completion. Has high standards of personal integrity and professionalism.

- ***Interpersonal Relations***- interacts effectively with superiors, peers, and subordinates to advance the work of the Council. Interactions are based on respect and an appreciation for people with varying backgrounds and viewpoints.
- ***Time Management***- demonstrates personal effectiveness by taking responsibility for getting things done in ways that balance competing needs. Meet deadlines.
- ***Political Sensitivity***- *has knowledge and experience working in a political environment.*
- ***Curiosity***- *can think deeply and rationally about projects/decisions and come up with creative solutions.*

### **Personal Attributes**

- Good level of flexibility
- A can-do attitude
- Excellent communicator
- Eye for detail
- Work calmly when under pressure.

### **Civil defence**

To take part in civil defence training programmes and exercises in order that the officer is able to assist effectively in a civil defence emergency. Training will be provided.