

# Position Description

|                 |                            |                   |                            |
|-----------------|----------------------------|-------------------|----------------------------|
| Position title: | Marketing Advisor          | Team:             | Marketing & Communications |
| Division:       | Auckland Unlimited         | Reports to:       | Marketing Manager          |
| Department:     | Auckland Zoo               | Direct reports:   | (value)                    |
| Unit:           | Marketing & Communications | Indirect reports: | (value)                    |



Our commitment  
to te ao Māori

We honour te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga and are responsive to the needs of Māori. You participate in initiatives to embed te ao Māori into the way we do things. You are willing to develop and build your own understanding and capability to contribute to the delivery of the directorate's Māori outcomes and wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework –Kia ora Tāmaki Makaurau.



Role Purpose

- The Marketing Advisor is one of ten positions within Auckland Zoo's Marketing & Communications team. The purpose of the Marketing & Communications team is to directly inspire our community and our staff to take positive action for wildlife through striking marketing campaigns, bold and inspiring stories and a powerful Zoo brand. The key actions we inspire are:
- To advocate (for wildlife, the environment and the Zoo)
- To follow the Zoo (on our website, social media and media)
- To support the Zoo (by giving time and/or money/supporting Zoo campaigns)
- The team is collectively responsible for managing the Zoo's brand, internal and external communications, driving visitation to the zoo, increasing sales of the Zoo's membership and experience products and developing and managing the Zoo's portfolio of corporate and community partners.
- Working closely with the Marketing Manager, the Marketing Advisor will primarily deliver the Zoo's above the line marketing activities including overseeing the inhouse production of creative assets. This diverse portfolio includes everything from brand and visitation campaigns, through to education and event programmes and to experience products and sponsorship.
- Note: this role may be required to undertake occasional work outside of normal office hours to fulfil the Zoo's marketing requirements.



## Marketing

- Deliver 3-4 major campaigns annually, and other smaller campaigns as required (e.g. tourism, education, etc) in line with the marketing strategy
- Execute campaigns, including (but not limited to):
  - Manage a budget of approx. \$75K per major campaign with typically 3-4 campaigns annually
  - Manage media scheduling, including working with events and commercial partners to maximise any contra promotion
  - Create purchase orders and track and record all expenditure accurately and in a timely fashion
  - Manage and keep updated a shared calendar of campaign activity
- Provide marketing support for other key departments – tourism, functions, commercial and education (at the Zoo and Outreach)

## Annual passes and membership

- Support the coordination the Zoo's annual pass/loyalty programme
- Provide strategic recommendations using visitor-centric design principles for ongoing improvements of annual pass/loyalty programme
- Develop and deliver events/benefits to help retain annual pass holders and/or members

## Strategy & Reporting

- Contribute campaign data and commentary to the team's monthly reports and financial summaries as required
- Post-campaign reports and analysis
- Champion appropriate use of the Zoo's brands and logos by all internal/external stakeholders
- Contribute to marketing strategic planning
- Provide strategic and admin support to Marketing Manager

## Sponsorship support

- Support the Sponsorship Advisor coordinate partner activations and events
- Work with the functions/public programmes teams to deliver these events as required
- Ensure sponsor contractual obligations met
- Assist the Sponsorship Advisor with partner/sponsor activity as required

## General

- Develop a business-to-business marketing toolkit
- Keep up to date with the latest marketing trends
- Proactively identify opportunities across the Zoo's marketing portfolio
- Effective management of assigned budget(s), including processing of invoices
- Oversee stock levels of Zoo collateral and order additional as required
- Proof print collateral

### Organisational Obligations

- Action the organisation's good employer obligations and equal employment bicultural policies and practices.
- As an employee of the organisation, you are required to be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation function.
- Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation's health and safety policy and procedures.
- Promote activities and initiatives that assist the organisation achieve its vision and mission.
- Promote one-organisation initiatives and action these service characteristics.
- As an employee of the organisation you are required to familiarise yourself with and comply with all organisation policies, including but not limited to, the organisation's Code of Conduct.

### Marketing

- Campaigns are delivered to specification, on time and on budget
- Accurate, engaging content resulting in high website engagement, high conversion rates and low unsubscribe
- Accurate record keeping, budgets are met
- Transparency with internal stakeholders
- RFA purchasing and procurement requirements met. Accurate and timely delivery

### Annual passes and membership

- Visitor needs are met. Increased renewal rate
- Programme/s is fresh, engaging, relevant and meets visitor needs

### Strategy & Reporting

- Accurate and timely reporting that meets internal and RFA requirements
- Auckland Zoo's brand is consistent and represented as per brand guidelines
- Marketing strategy is organic and always relevant

### Sponsorship support

- Please note that these activities will become support for Sponsorship Coordinator, once vacant position is filled

### General

- Minimal waste, accurate and up-to-date information is provided all visitors

### Maori Outcomes



- You can pronounce and use basic te reo Māori in emails, meetings, and conversations. You understand, demonstrate and value the use of tikanga where appropriate.
- ...



Outcomes




Key skills

|   |  |   |  |
|---|--|---|--|
|  <p>Job requirements</p>   | <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualification in marketing and minimum 3-5 years' experience in tactical marketing roles</li> <li>• Experience delivering print, radio and outdoor marketing campaigns essential</li> <li>• Digital marketing experience required</li> </ul> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Sound knowledge of Microsoft Office applications</li> <li>• A broad understanding of segmentation and market research</li> <li>• Attention to detail, ability to deliver on time and to specification, together with an ability and willingness to learn.</li> <li>• Strong self-management and personal organisational skills</li> <li>• Proven practical problem-solving skills and a "can do" approach</li> <li>• Excellent written and verbal communication skills</li> <li>• Ideally creative with an eye for design</li> </ul> |   |  |
|  <p>Key Relationships</p>  | <table> <tr> <td data-bbox="416 701 959 981"> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Communications and Marketing Team, Visitor Experience and Business Development team, wider Zoo staff</li> </ul> </td><td data-bbox="959 701 1495 981"> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Agency account managers, suppliers (e.g, media channels, printers, etc)</li> </ul> </td></tr> </table>  | <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Communications and Marketing Team, Visitor Experience and Business Development team, wider Zoo staff</li> </ul> | <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Agency account managers, suppliers (e.g, media channels, printers, etc)</li> </ul> |
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#### Disclaimer

The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

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|--------------------|---------------|
| Approving manager: | Version date: |
|                    | 2.08.22       |

|  |               |             |      |   |
|--|---------------|-------------|------|---|
|  <p>Job framework</p> | Job function: | Job family: | Job: | <p><b>DFA</b></p> <p><b>Budgeted:</b></p> <ul style="list-style-type: none"> <li>• Opex:</li> <li>• Capex:</li> </ul> <p><b>Unbudgeted:</b></p> <ul style="list-style-type: none"> <li>• Opex:</li> <li>• Capex:</li> </ul> |
|--|---------------|-------------|------|---|