

**ROLE DESCRIPTION**  
**August 2022**

**Title & Reporting Relationships**

<b>Position Title:</b>	<b>Destination Marketing Advisor</b>
<b>Team/Group:</b>	<b>Economic Development Team Strategy, Growth and Recovery Group</b>
<b>Grade:</b>	SP15 <i>*appointment will be made pending skills, experience and the organisational needs at the time</i>
<b>Reports to:</b>	Economic Development Manager
<b>Direct Reports:</b>	Nil
<b>Delegated Authority</b>	<b>Financial:</b> This position holds a financial delegation of \$10,000. The position holder is authorised to enter into any contracts in relation to the duties of the position up to this specified limit in accordance with the Council’s procurement policy.
<b>Purpose of the Group and the Position:</b>	<p><b>The Strategy, Growth and Recovery Group</b> leads the Council’s strategic growth and recovery work.</p> <p>Overall the Group is responsible for the policy, research and strategy work program, district planning, strategic property matters, strategic housing matters, and economic development including tourism support activities. The teams within this Group will work collaboratively together and across the organisation to ensure effective and fit for purpose research, policy formulation, and strategic planning.</p> <p>The Economic Development team are responsible for supporting implementation of the Economic Development Strategy and the Destination Management Plan, Kāpiti Coast Destination Story, Workforce Development Plan, Events Strategy, and overall Marketing Plan. Within the Economic Development team the role will lead the development and implementation of the marketing strategy including the brand strategy for Kapiti Coast NZ – the destination brand for the Kapiti Coast district. Reporting to the Economic Development Manager, this role encompasses brand management, channel</p>

management, marketing operations and reporting and business communications support.

This role will also be in coordination with the Economic Development Manager be the central point of contact between the Kāpiti Coast Tourism Advisory Board Council.

**Indirect Reports:** Nil

**Internal Customers:** This role is responsible for establishing and maintaining effective, co-operative and professional working relationships with all stakeholders including:

- Economic Development Manager
- ED and Strategic Development Teams
- Iwi Partnerships Team
- Communications and Engagement Team
- Parks and Open Spaces Team in particular events/marketing team members
- Libraries and Arts Team (in particular events team members)
- Staff from across other Council teams

**External Customers:**

- Kāpiti Coast Tourism Advisory Board
- Economic Development Kotahitanga Board
- Local businesses, especially tourism sectors
- Iwi
- Wellington NZ marketing team
- Chamber of Commerce and other business and community organisations and stakeholders
- Contractors and suppliers (e.g. writers, website and content developers, designers, photographers, printers, media organisations)
- Air Chathams

## KEY RESPONSIBILITIES AND OUTCOMES

In the current local government environment, the Council must be well positioned and supported to meet the current and future needs of communities for good quality local infrastructure, local public services and performance of regulatory functions in a way that is most cost-effective for businesses and households. The Council needs to be ready for, and respond appropriately to, changes in external operating environments (such as shifts in government policy), which in turn influence how we do things. The Council is working to be well-positioned not only to see what is coming but also to take opportunities to influence the shape of these externally driven changes.

Our behaviours demonstrate our commitment to build and maintain an organisation that is acknowledged and respected for being:

- Caring – we understand our customers' needs, share information and work as a team;
- Dynamic – we bring a can-do attitude to make it happen; and
- Effective – we get it right and deliver consistent, value for money services.

Staff will be aware of political sensitivities, support equal employment opportunities, and demonstrate an understanding of the implications of the Treaty of Waitangi on the operations of a local authority.

### **Functional Key Results Technical**

- Facilitate the development and regular review of the Kāpiti Coast destination marketing strategy
- Implementation and operation of the marketing strategy, including planning seasonal campaigns, branded promotion (including advertising)
- Support the Destination Management Plan rollout and implementation to enhance the Kāpiti Coast as a destination for tourists and for businesses to relocate to
- Work closely with the Major Events Funding coordinator to maximise the attractiveness of these events
- Work with the Kāpiti Coast Tourism Advisory Board as their central point of contact with Kapiti Coast District Council in coordination with the Economic Development Manager
- Provide monthly activity updates to the Board with the Economic Development Manager and support the Board to proactively engage with the visitor industry.
- Work in coordination with WellingtonNZ to strengthen the positioning and profile of the Kāpiti Coast
- Manage the Kapiti Coast NZ channels, including website, social media and printed collateral
- Plan expenditure and maintain oversight of the marketing budget
- Ensure web content is current, adding further content pages, researching, writing and sourcing content on a regular basis
- Develop social media conversation calendar, then create and curate content for Facebook (KapitiCoastNZ) and Instagram accounts
- Monitor and share monthly reports on marketing campaigns and digital performance (web and social) and use findings to direct further development
- Manage printed collateral, development, production and distribution
- Facilitate everyday design and production, e.g. campaign poster, social media posts
- Answer customer, media and supplier queries in conjunction with Council Communications team
- Manage the KapitiCoastNZ inbox and respond to customer queries promptly

### **Project Management**

- Effectively manage assigned projects to ensure on time outcomes and within budget, monitor and report regularly to manage risk and provide updates to key stakeholders.
- Ensure documentation is current, available as required and is prepared using Council standard templates/documentation.
- Ensure Council processes and procedures are complied with.

### **Customer Service**

- Maintain a professional, courteous, and helpful attitude to all customers (internal and external) ensuring communication is accurate, succinct and in a manner which promotes customer service excellence and demonstrates organizational values.
- Maintain confidentiality at all times.

### **Teamwork**

- Participate willingly and positively in the orientation, training and support of new staff in specific areas, providing coaching/buddy support as required.

- Provide a contribution to or participate in any projects and initiatives within the Group/organisation where required and the opportunity arises.
- Participate in initiatives and contribute suggestions as to improvements and/or efficiencies to enable ongoing quality improvement.
- Demonstrate a collaborative working style and participate as a member of the team undertaking all tasks maintaining positive working relationships with other staff members and internal and external customers.

#### **Financial Management**

- Ensure all financial activity is conducted in accord with current policy and procedures.
- Ensure you work within your financial delegation.

#### **Monitoring and Reporting**

- Review, monitor and report on activity or projects as required by the manager.
- Ensure any written reports are produced using Council standard templates and are provided within the required Peer Review timeframes.

#### **Relationship Management**

- Build and maintain effective professional working relationship with all key stakeholders.
- Build and maintain effective working relationships with other council staff members based on a collaborative, collegial and cooperative working style.

#### **Information Management**

- Take responsibility for ensuring Council information is stored with the appropriate accessibility in the designated EDRMS system, using processes and tools as described in the current Information Management Policy.

#### **Personal Key Results**

- Demonstrate commitment to organisational values through behaviour that is consistent with our caring, dynamic and effective approach to customer service.
- Establish and maintain effective and efficient working relationships with all stakeholders.
- Contribute collaboratively, positively and effectively to the operation of the team, the Group, and the organisation as a whole.
- Take responsibility for your own self development in order to enhance skills and knowledge applicable to current and future positions.
- Exhibit behavior which is consistent with the understanding of the Treaty of Waitangi and its application for the Council.

#### **Health and Safety**

All employees have a responsibility to work towards keeping a safe and healthy work environment by following all safe work methods, identifying workplace risks and hazards and using appropriate safety equipment. This includes but is not exclusive to demonstration of the following:

- Taking all reasonable steps to ensure your own safety at work, and that no action or inaction of yours while at work causes harm to any person or the environment.
- reporting any risks and/or hazards you become aware of in the workplace.
- observing all safety policies, procedures and precautions, including wearing and using the protective clothing and equipment.
- notifying your manager/Group Manager/H&S Advisor immediately if you have an accident/incident/near miss at work and completing the required forms within 24 hours.
- notifying your manager/Group Manager/H&S Advisor within 24 hours of filing any ACC claim for a work-related accident or gradual process injury and provide your

manager/Group Manager/H&S Advisor with copies of relevant medical information specific to your claim.

- complying with all policies and procedures that are in place.

At the discretion of the Council, as part of a rehabilitation programme, you may be required to return to work to undertake such alternative duties as are available and are as reasonably within your capability and level of fitness as determined in consultation with a registered medical practitioner.

### **Essential Skills, Knowledge and Experience**

- Ability to develop and implement marketing plans
- Demonstrated Customer focus
- Experience with Marketing planning, including Campaign development
- Demonstrated Marketing writing skills for social media, web and printed marketing material
- A good understanding the destination marketing and the visitor industry.
- Budget management
- Collating and using research and data to drive marketing decisions
- Printed, Google and Facebook ad creators and analytics
- High level of proofing and editing ability
- People skills – able to connect with business and public
- Tertiary qualification (Marketing degree)
- 5 years marketing experience, ideally in destination marketing
- effective interpersonal skills with a demonstrated commitment to customer service and willingness to and capability for working with a wide range of people within and outside the organization.
- effective presentation skills.
- effective time management skills and ability to work effectively without supervision and collaboratively as an effective team member.
- holder of a current and valid NZ Drivers' license

### **OTHER INFORMATION**

From time to time, the position holder may be required to perform other duties in conjunction with the role and which are reasonably within their experience and capabilities.

#### **Civil Defence Duties**

All staff of Kāpiti Coast District Council may be required to undertake Civil Defence duties in the event of an emergency. (Training will be given as appropriate.)

The Council likewise recognises the staff member's need to ensure their family's needs are adequately catered for.

#### **Performance Review**

Performance in this position will be assessed in terms of an agreed performance plan.