

## COMMUNICATIONS AND MARKETING ADVISER – FIXED TERM

<b>Accountable to:</b>	Communications and Marketing Manager
<b>Location:</b>	New Plymouth, Taranaki
<b>Date:</b>	November 2023

### 1. The Organisation

Te Puna Umanga Venture Taranaki Trust is the regional development and promotion agency for Taranaki, encompassing a wide range of activities, spanning local and regional economic development and strategy, enterprise innovation and growth, regional promotion and marketing, sector development, and major event attraction. Venture Taranaki is a Council Controlled Organisation of the New Plymouth District Council and is governed by an independent Board of Trustees. At Te Puna Umanga Venture Taranaki we are committed to fulfilling our obligations under Te Tiriti o Waitangi.

**The long-term impact that we are working towards is a Taranaki economy that helps foster a thriving region for all; inspiring growth, connecting communities, empowering individuals, and igniting innovation to sustain and stabilise through lasting development, investment, and opportunity for Taranaki. We do this by:**

- Promoting Taranaki as a great place to learn, live, work, play, visit and create
- Providing enterprise support and enablement
- Undertaking research and thought leadership
- Promoting investment in Taranaki.

Our work is also guided by ***Make Way for Taranaki Tapuae Roa***, Taranaki's 2017 regional economic development strategy, and by the 2019 intergenerational **Taranaki 2050 Roadmap** for transitioning to a low emissions future. Strategic goals for the Māori community, Māori enterprise and Taranaki Māori also guide our work.

### 2. Working for us

Venture Taranaki is a small, high-performing team widely acknowledged as making a significant difference to the Taranaki region through what we do and how we do it. We lead, enable and support ongoing innovation and improvement and have a strong focus on workplace cultures and behaviours that are consistent with Venture Taranaki's commitment to being a tangata Tiriti organisation, guided by the following Te Tiriti practises:

1. Kāwanatanga: Honourable governance
  - Our processes, actions and decision-making are informed and shaped by both tangata whenua and tangata Tiriti perspectives
  - We work in partnership with Māori organisations and enterprises

2. Tino Rangatiratanga – Māori self-determination/sovereignty
  - We support Māori led activities through sharing of resources and knowledge
3. Ōritetanga – Equity for Māori
  - Our decisions and activities ensure equitable outcomes for Māori
4. Wairuatanga – Upholding of belief systems
  - We value the presence of Māori worldviews (Te Ao Māori), cultural values and holistic wellbeing (Wairuatanga) within our work.

### 3. The Role

This Communications and Marketing Adviser fixed term position sits within the Destination team, as part of the Communication and Marketing function, which is charged with proactively delivering VT's communications strategies and activities across all channels and formats.

This is a tactical position that is focused on providing smart and sustainable communications support to the team to help and enable it and Venture Taranaki to meet its objectives, supporting additional project overflow through to the end of June 2024.

The Communications and Marketing Adviser will play a key role in the planning and delivery of a range of communications and marketing promotion activities to support all areas of the business. The specific focus will be on addressing the communication and marketing needs of the Economic Development and Investment team functions, with an emphasis on the Energy Transition and Food and Fibre strategic project areas through to 30 June 2024.

This includes support across social media and media activity, creating, reviewing and editing written content for a range of channels and audiences, developing comms and marketing plans to support across organisational team functions, as well as externally funded projects, and looking for ways to streamline, improve and create comms and marketing efficiencies.

<b>Team:</b>	Destination
<b>Reports to:</b>	Communications and Marketing Manager
<b>Direct reports:</b>	None
<b>Indirect reports:</b>	None
<b>Operating budget:</b>	None
<b>Delegated authority:</b>	None
<b>Stakeholders – internal:</b>	<ul style="list-style-type: none"> <li>• VT Board of Trustees</li> <li>• VT Leadership Team</li> <li>• VT employees</li> </ul>
<b>Stakeholders – external:</b>	<ul style="list-style-type: none"> <li>• Creative and media agencies</li> <li>• Communications and marketing industry stakeholders</li> <li>• Media, editors, producers, and influencers</li> </ul>

	<ul style="list-style-type: none"> <li>• Industry and sector partners</li> <li>• Online communities and contacts</li> <li>• Suppliers, designers, and contractors as required</li> <li>• Central government agencies</li> <li>• Local government</li> <li>• Funders and enablers</li> <li>• Other stakeholders and partners as required</li> </ul>
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## 4. Responsibilities

Working across the organisation, the Communications and Marketing Adviser – fixed term will be responsible for:

- The development of Communications and Marketing plans that support the organisation to achieve outcomes and KPIS.
- The execution and delivery of comms and marketing-based activities and initiatives, including campaign activity, and promotional partnerships.
- The development of written content for a wide range of channels and audiences
- Supporting across all organisational-owned social media channels, including content development as required with support from the Digital Communications and Marketing Adviser
- Providing support to the Digital Communications and Marketing Adviser as required to maintain and update the Venture Taranaki, Taranaki Like No Other, and Taranaki Story websites.
- Distributing media releases and monitoring their uptake, with the support of the Communications and Marketing Manager.
- Creation and provision of content to third party websites and publications.
- Management of image/footage libraries, responding to image requests, and the management copyright and licencing across BrandKit.
- The drafting and distribution of electronic newsletters and communications, as required.
- Contribute to the writing, editing, content development, and production of promotional material as required.
- Ensuring Taranaki is always presented in a favourable light, and that all communications and marketing activity is within brand guidelines, and has been through the correct approval processes prior to distribution.
- Work as an active, collaborative, and engaged member of the Destination, and wider Venture Taranaki team.

As a critical element in the successful delivery of all VT communications and marketing activity, you will be responsible for ensuring that all outgoing communications and marketing material fits within the organisation's brand standards, aligns with its messages and goals, and meets the needs of our target markets, customers and stakeholders.

## 5. Skills, Knowledge and Competencies

Te Puna Umanga / Venture Taranaki's core competencies below outline the skills, knowledge and behaviours that are important to our organisation.

Competency	Means of achieving this	Competency Weighting
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>Builds and maintains positive working relationships with internal and external stakeholders</li> <li>Works well as part of the immediate and the wider team and is supportive and respectful of other team members</li> <li>Consults and collaborates with others as appropriate</li> <li>Represents VT in a professional and diplomatic manner</li> <li>Demonstrates cultural and political awareness</li> </ul>	25%
<b>Cultural Competency</b>	<ul style="list-style-type: none"> <li>Demonstrates an understanding of, and commitment to VT's Te Tiriti partnerships strategy and Māori cultural competency framework.</li> <li>An ability to identify the eight iwi tribal districts (rohe) of Taranaki.</li> </ul>	20%
<b>Communication</b>	<ul style="list-style-type: none"> <li>Is confident communicating clearly and persuasively to a range of audiences</li> <li>Employs the most appropriate method/medium of communication to reach the desired audience</li> <li>Is able to communicate complex ideas and issues in a way that is easy to understand</li> </ul>	15%
<b>Problem-solving</b>	<ul style="list-style-type: none"> <li>Demonstrates a solutions-based approach to overcoming problems in a positive and constructive manner</li> <li>Analyses relevant information in a rational manner to form evidence-based judgements</li> <li>Demonstrates creativity and innovation when assessing problems and developing solutions</li> </ul>	15%
<b>Planning and Organisation</b>	<ul style="list-style-type: none"> <li>Demonstrates effective project management skills</li> <li>Demonstrates effective time management skills</li> <li>Prioritises competing demands without compromising the quality of work delivered</li> <li>Plans ahead and completes projects</li> </ul>	10%
<b>Strategic Thinking</b>	<ul style="list-style-type: none"> <li>Demonstrates knowledge and understanding of the regional, national and international context VT operates within</li> <li>Understands the strategic goals of VT and what these mean at an operational level</li> </ul>	10%

	<ul style="list-style-type: none"> <li>Proactively plans and takes appropriate action to achieve goals</li> <li>Demonstrates an awareness of the political environment that VT operates within as a public service entity</li> </ul>	
<b>Innovation and Change</b>	<ul style="list-style-type: none"> <li>Looks for opportunities to make improvements and add value</li> <li>Works cooperatively with others to develop innovative solutions</li> <li>Sees opportunities and responds positively to change</li> <li>Is open to feedback and seeks out personal opportunities to learn and grow</li> </ul>	5%
<b>Health, Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>Complies with the Health &amp; Safety at Work Act 2015 and VT's internal health and safety policies and procedures</li> <li>Takes reasonable care of own health and safety while at work</li> <li>Actively contributes to promoting a safe working environment</li> </ul>	5%

## 6. Qualifications, Experience and Personal Attributes

- A tertiary qualification in communications, journalism, marketing, or equivalent experience
- At least 3 years' experience within a communications or marketing or similar role
- High level of computer literacy
- Advanced written communication skills
- Strong project and process management skills
- Knowledge of marketing best practice, with the ability to critically analyse campaign activity, make marketing recommendations, and progress these through to execution and review.
- An understanding of media processes and practices
- Ability to create, critically review, and edit compelling copy
- Ability to identify and seize opportunities to gain positive media exposure
- Ability to adapt complex information for a range of different audiences
- Commitment to ongoing learning and observation within the relevant disciplines
- Ability to juggle a varied and deadline driven workload
- The ability to work collaboratively with diverse partners and stakeholders, and to build effective, enduring relationships.