

**Position:** Media and PR Specialist

**Reports to:** CEO

**Date:** May 2025

**Purpose of Position**

Leads the external and internal messaging to consumers and stakeholders of Hawke’s Bay Tourism (HBT), managing corporate and marketing communications via myriad owned and earned, traditional and contemporary, channels.

To provide positive unpaid promotional content that showcases Hawke’s Bay as the ideal visitor destination and builds brand positioning and awareness.

Develop content that highlights the quality and diversity of the experiences available in the region.

Working in conjunction with the CEO to deliver the communications objectives.

|  |  |
| --- | --- |
| KEY AREA OF FOCUS | PERFORMANCE EXPECTATIONS/OUTCOMES |
| Content Development – Internal / external / digital: | * Lead organisational efforts to identify content opportunities.
* Develop and implement content plans.
* Coordinate content development to a high standard ensuring all content is consistent with HBT guidelines.
* Create content for [www.hawkesbaynz.com](http://www.hawkesbaynz.com) to ensure accuracy and relevancy of information.
* Work to integrate content in HBT social calendar.
* Identify and target local, national and international opportunities to syndicate curated content into external channels, including those managed by news media, industry partners and broader stakeholders.
* Manage regular EDMs/comms to member, consumer, and stakeholder databases.
 |
| Public Relations: | * Develop, manage, and implement the HBT PR Plan.
* Develop a communications plan in support of each channel and database audience.
* Generate news stories for media.
* Write pitches, identify opportunities and respond to media and stakeholder requests to issue media releases.
* Prepare engaging and informative copy of the approval (and sometimes use) of the CEO and issue releases to distribution lists with follow up as required.
* Manage and maintain an up-to-date media and other stakeholder distribution lists.
* Develop and manage professional relationships with relevant media organisations and other influencers which positively impact opportunities for publication of content issued by HBT.
* Generate positive public relations activities across the year, hosting media in the region.
 |
| Media / PR: | * Manage internal and external communications to ensure a positive and strategic message is provided.
* Manage and deliver the annual media programme, hosting upwards of forty media per annum.
* Lead the coordination of the hosted media programme. Build media itineraries, working with Tourism NZ and host media while on the ground in HB.
* Manage and respond to media enquires and requests for images
 |
| Measurement  | * Track and report on the effectiveness and value of PR activities and results (eg EAV and contra).
 |
| Membership:  | * Assist in the retention, and attraction, of prospective members through benefits of partnering with Hawke’s Bay Tourism in public relations and publicity-related initiatives.
* Liaise with Hawke’s Bay Tourism partners and stakeholders as first port of call for public relations and publicity related queries and requests.
* Assist partners with promotion and press releases related to promotional deals and business developments
 |
| Brand: | * Use HBT Brand guidelines in all activity to ensure all content and design is in keeping within HBT guidelines.
* Develop effective working relationships with key stakeholders.
* Comply at all times with financial regulations and meet relevant statutory and corporate financial reporting arrangements and control requirements.
* Operate at all times in line with established policies, practices and priorities.
 |
| Other: | * Lead and manage a digital coordinator in the development of content and audience.
* Work collaboratively as part of the team, developing effective working relationships with stakeholders, answering general queries and fulfil all requests.
* Professionally represent the values and essence of HBT.
* Develop and maintain cultural awareness, understanding the importance of Māori tikanga especially for tourism by respectful cultural practice, campion and promote inclusion.
* Provide sound judgement in decision making, complying with financial regulations and corporate financial reporting arrangements and controls.
* Maintain contact databases.
* Ensure you follow and adhere to all health and safety policies and procedures of the organisation.
* Track expenses and ensure projects are delivered within budget.
* Undertake all other reasonable duties as required.
 |

**Person Specification**

You’ll have at least 5+ years’ experience in the field.

You’re an enthusiastic, likeable individual who will represent the values and essence of Hawke’s Bay. You’re a great team player with the dual attribute of gaining new knowledge as well as sharing your current skills, not afraid to muck in. Ideally you will have established relationships with media, but if not have the ability to quickly generate strong, respectful, and genuine business relationships.

You possess the ability to listen, matching story and information needs and/or gaps with Hawke’s Bay offerings.

You’re a creative and strategic thinker with an understanding of what makes a good story that supports brand recognition and awareness.

You’re a great writer with an eye to detail and grammar with tertiary qualification and/or appropriate experience in a relevant discipline, e.g. Diploma or Degree in Marketing, Public Relations, Journalism or other similar discipline

Ability to apply knowledge of the following areas in the context of the role:

* Understanding of all forms of traditional, contemporary, and social media
* Understanding of the regional economic, cultural and political environment

Computer skills are essential, management of CRM systems and Microsoft programmes are mandatory. Also the ability to operate spreadsheets and word processing at a highly proficient level

The ability to meet deadlines and roll with the waves of pressure and tasks.