



Position: Marketing Coordinator
Reports to: Marketing Manager
Date: July 2022

Purpose of Position

To lead the day-to-day maintenance and development of HBT's digital platforms by actively managing website, social media, database, and asset management channels in support of the organisation's consumer, brand, media, membership, event and trade marketing activities.

To work alongside the Marketing Manager in the delivery of the annual marketing plan in a way that is effective and cost-efficient.

KEY AREA OF FOCUS	PERFORMANCE EXPECTATIONS/OUTCOMES
Digital Channels:	<ul style="list-style-type: none"> • Ensure all HBT digital channels are current and deliver integrated, multi-channel solutions for all marketing and event activities to align with the region's destination positioning objectives. • Lead development of content - including briefing colleagues, partners and suppliers as required - for use on hawkesbaynz.com with amplification through social media, database and external channels. • Day-to-day responsibility for the appearance, accuracy and consumer experience of hawkesbaynz.com, including supporting HBT's Membership Coordinator in the development and maintenance of operator listings. • Make recommendations to Marketing Manager for future development of hawkesbaynz.com, and work with HBT suppliers to implement in a timely and cost-effective manner. • Maintain and develop hawkesbaytourism.nz as the organisation's key platform for communicating with members, stakeholders, media and trade partners. • Maintain and develop the F.A.W.C! Food and Wine Classic website alongside internal stakeholders, to support event objectives. • Undertake regular analytics review across all HBT websites. Monitor performance and identify trends and opportunities for improving the website experience. • Assist in the administration of HBT website domain ownership. • Lead the management of HBT's social media channels, including developing an editorial calendar, and creation of content which aligns with destination positioning objectives.

	<ul style="list-style-type: none"> • Be the organisational lead on email database activities, and coordinate activity for all consumer campaigns, events, and general marketing activities. Provide campaign reporting on all activity to relevant internal stakeholders, along with relevant recommendations for improvements.
Brand and Assets Management:	<ul style="list-style-type: none"> • Work with design, creative, and print production suppliers to develop branded assets and collateral for HBT as required. • Lead the production of HBT's visitor guides, including content preparation, design, advertising sales, and print production. • Manage administration of visitor guide storage and distribution. • Ensure HBT image stocks remain current and are fit for purpose, including forecasting of future requirements. Coordinate acquisition or commissioning of photography for new and/or updated products, operators, events and experiences to meet organisational requirements. • Leadership of HBT's asset management platform, BrandKit, including asset loading and maintenance, as well as responding to industry requests and queries.
HBT Event Marketing:	<ul style="list-style-type: none"> • Coordinate the marketing response to promote HBT events, including the preparation of all marketing assets and collateral. • Partner with design and media agencies to develop effective media plans that connect with targeted audiences in ways that resonate and inspire action. • Activate all relevant HBT channels, including websites, social media channels and databases, to support event objectives. • Complete campaign reviews to identify learnings for future. • Support with event delivery as required.
Consumer Marketing	<ul style="list-style-type: none"> • Assist the Marketing Manager as required in delivering marketing activities and campaigns in a timely and cost-effective manner. • As appropriate, prepare post-implementation reviews and ensure the learnings from each campaign are known and used to enhance future campaigns. • Ensure targeted regional events receive HBT marketing support to enable event objectives and enhanced profile to be achieved. • Provide support for ad-hoc or short notice marketing, media, event, and trade opportunities, including hosting.
Other:	<ul style="list-style-type: none"> • 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 Hawke's Bay and Hawke's Bay Tourism.

	<ul style="list-style-type: none"> • Develop and maintain cultural awareness, understanding the importance of Māori tikanga especially for tourism by respectful cultural practice, champion and promote inclusion. • Provide sound judgement in decision making, complying with financial regulations and corporate financial reporting arrangements and controls. • Ensure you follow and adhere to all health and safety policies and procedures of the organisation. • Undertake all other reasonable duties as required.
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PERSON SPECIFICATION	
Education and Qualifications	Essential <ul style="list-style-type: none"> • Tertiary qualification in marketing / digital / communications
Competencies and Experience	Essential <ul style="list-style-type: none"> • 3-5 years' marketing experience • Website CMS skills • Social media management • Content creation • Email database activation Desirable <ul style="list-style-type: none"> • Tourism industry experience • Knowledge of the Hawke's Bay region • Marketing campaign management • Collateral production • Basic design skills
Personal Attributes	Essential <ul style="list-style-type: none"> • Enthusiastic, energetic and self-motivated • Team player • Great at building connections • Takes initiative and demonstrates can-do attitude • Reliable, trustworthy, and acts with integrity • Willing to go above and beyond to get the job done