



## Job Description

**Role Title:** Marketing & Communications Manager – One Year Fixed Term Contract

**Updated:** April 2018

**Wellington Culinary Events Trust:** The Wellington Culinary Events Trust (WCET) was formed in 2014 principally for the purpose of operating the annual Visa Wellington On a Plate (Visa WOAP) festival. Visa WOAP is marketed alongside (and as the annual celebration of) all Wellington's culinary entities, organisations, events, industry resources and the Wellington food database from throughout the region under one coordinated umbrella.

We're focused on making Wellington globally famous as one of the most creative culinary destinations in the world. A festival that attracts people from all over New Zealand, Australia and beyond to the cultural, creative and culinary capital to be inspired, uplifted and above all, fed.

Visa WOAP *feeds people's appetite for life by bringing them together to share different, inspiring and provocative culinary experiences*. Since launching in 2009, we've become New Zealand's largest culinary festival.

The Trust acquired Beervana in April 2015. Beervana is a two-day celebration of craft beer, as close to heaven as beer enthusiasts will ever find. Each year over 14,000 people get amongst over 450 different craft beers from across New Zealand, Australia and beyond, learning, imbibing and celebrating. And although it's all about beer, it's not all about beer. Local eateries cook up various delights from delectable dumplings to lip-smacking ribs to accompany an ale.

Most recently the WCET has also taken over the operation of the Road to Beervana (RTB). We can see the opportunity to make this a significant national celebration of beer in the lead up to Beervana.

**Purpose of Role:** The role of the Marketing & Communications Manager is to develop and plan strategies, manage and oversee the implementation of all of the marketing and communications activities related to Visa WOAP, Beervana, the RTB and any other activities that the WCET may be involved in. They will also oversee all communications activities undertaken by the Communications Manager. The Marketing & Communications Manager will ensure that all agreed marketing benefits that are promised by sponsors are being delivered by sponsors to the WCET and marketing benefits by the WCET to sponsors.

The Marketing & Communications Manager will also be responsible for all digital development and ongoing management, overseeing the media and PR plans and activities, along with our overall social media and content strategy.

PROUD TO BRING YOU



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[wcet.org.nz](http://wcet.org.nz)



The Marketing & Communications Manager will work closely with the Communications Manager, Programming Manager, Beervana Manager and Sponsorship Manager to deliver on all our marketing obligations.

**Reports to:** Chief Executive, Wellington Culinary Events Trust

**Direct Reports:** Marketing Coordinator  
Communications Manager

**Contracted Reports:** Digital, creative and PR agencies, photographers and marketing service providers

## **INTERPERSONAL CONTACTS**

**Internal:** Close working relationships with all staff across the WCET

**External:**

- Stakeholders including the Wellington Regional Economic Development Agency (WREDA) and the Wellington City Council (WCC).
- Sponsors and partners, especially Visa
- A wide range of public, private businesses and individuals associated with or aligned to the culinary, brewing and tourism sectors.

**KEY RESULT AREAS:** Specific projects and/or work programmes and performance standards will be developed from the annual business plan, discussed with the employee and set annually. The main areas of focus include:

### *Strategic Planning*

- Feed into the WCET Strategic Planning process
- Play a key role in setting annual key performance indicators for the WCET activities
- Review and develop marketing strategies for key WCET properties
- Prepare Marketing Evaluation reports for all WCET activities
- Report to the Board (as required) on marketing activity

### *Marketing and Communications Management*

- Oversee the overall management of all marketing and communications activities related to the WCET
- Creation of the annual marketing and communications plan for all WCET properties in consultation with relevant internal and external contacts in line with budget expectations and success measures
- Lead of the creative development, production and management of key campaign assets, properties and channels including but not limited to video, photography, websites, social media and eNewsletters.
- Work with the Programming Manager to ensure that Visa WOAP and the RTB Selection Criteria are reviewed and in line with annual marketing goals, messages and themes.
- Work with the Programming Manager, Beervana Manager and Communications Manager to deliver the production of all collateral and Programme Guide requirements for all WCET projects

- Work with the Communications Manager and Marketing Coordinator to develop and deliver the media, PR and content plans (including social media) and activities
- Information preparation for funding papers and requests to district council partners, community trust funders and other potential funding sources, as required
- Maintain professional and regular contact relationships at all times with existing marketing partners
- Complete annual marketing and communications report for all WCET properties in a timely manner
- Complete annual value-in-kind contra reporting for the Annual Report (December each year)

#### *Other Events Marketing*

Work closely with the Projects Manager, Communications Manager and Marketing Coordinator to ensure that:

- Marketing plans are developed for one-off activities and events that are commissioned or developed for/by the WCET. This may include international works and/or installations that may have their own marketing guidelines that need to be adhered to.

#### *Stakeholder and Partner Relationship Management*

- Prepare the marketing elements of all sponsor proposals, as required
- Ensure that all marketing assets and leverage platforms are made available to the Sponsorship Manager for pitching in a timely manner
- Identify leverage opportunities of sponsor assets to the benefit of all WCET properties (i.e. selling in sponsor-initiated activations, contra advertising spend and gifting of media buy)
- The annual marketing plans for all WCET properties deliver to sponsor requirements and leverage all the assets made available through commercial partnerships
- Sponsor requirements are considered in the briefing, liaison and management of the creation of all relevant WCET property collateral, including printed material such as programme guides, digital content and templates, mini sites and social media activity.

#### *Budget Management*

- Manage any allocated budgets in a prudent manner and identify key ways to maximise the return on our investment for specific managed projects
- Find efficiencies and cost savings as appropriate

#### *Project Management*

- Deliver or oversee other key WCET marketing projects, as directed by the Chief Executive, such as:
  - the updating of WCET Profile document
  - managing WCET owned projects as agreed as part of the annual business planning process
  - leading the WCET involvement and creating platforms for the hospitality sector to participate in other Wellington events, such as the NZ Festival, WOW etc. Work in liaison with WREDA to deliver these



#### *Other*

- Providing support for the Chief Executive (as required).
- Undertaking other projects as directed by the Chief Executive from time to time
- Stand in for the Chief Executive, from time-to-time, if the Chief Executive is unavailable, i.e. media engagements etc, by prior arrangement
- Ensure that all CRM relevant to the WCET's marketing and communications activities are kept up-to-date
- The Marketing & Communications Manager works in an efficient small team environment and may be called on to assist in all tasks including mail outs, answering incoming phone calls and general administration as required.

The position will require some travel (within New Zealand) and after hours' activities associated with meetings, hosting and attending events.

#### **SPECIFIC TECHNICAL SKILLS, QUALIFICATIONS & EXPERIENCE**

- At least seven years' experience and a proven track record of success and achievement in a marketing management position.
- Experience in a commercial event or business environment would be preferred.
- Demonstrated ability to create and maintain a close-knit relationship with partners that result in benefits to your organisation.
- Demonstrated strategic marketing campaign and marketing management experience across a range of channels including OOH, social media, digital and print.
- Excellent knowledge of the local and NZ wide media landscape
- Highly developed communication and interpersonal skills, including the ability to liaise with people at all levels in the business sector, in government and in the community.
- Strong demonstrated experience of business writing skills
- A comprehensive knowledge of the culinary and brewing industry and an understanding of marketing in this sector.
- A passion for Wellington and our superb culture of hospitality.
- Proven action-oriented capability demonstrated by a track record of project initiation and development that resulted in successful outcomes meeting measurable performance criteria.
- Demonstrated ability to create and maintain a close knit, high performing team that achieves outstanding results within limited finances. The ability to manage novel as well as routine situations.
- Ability to manage multiple projects efficiently and to prioritise competing commitments, preferably with experience in event management.
- Evidence of the ability to embrace technology and to develop new approaches to effective service delivery.
- Proven business skills and demonstrated commitment to action and to delivering projects on time and on budget.
- Prepared to work in an open and flexible environment.
- Self-starter who is positive, energetic and prepared to that extra bit to get the job done.
- Tertiary qualifications in a related discipline would be highly regarded.



## **KEY COMPETENCIES/ BEHAVIOURS**

### **Communication**

**Communicates information clearly, adjusting the way they communicate to suit the intended audience.**

- Uses a range of appropriate communication tools and methods to communicate effectively.
- Can write in a style that is grammatically correct, well organised and easily understood.
- Communicates technical information and/or complex information in an easy to understand manner.
- Uses appropriate listening techniques to show interest.
- Shares information willingly with others.
- Presents arguments logically and summarises accurately.

### **Relationship Management/ Customer focus**

**Proactively has an awareness of and acts to meet customer/ client needs.**

- Helpful and honest when dealing with clients
- Provides clients with the appropriate levels of information in a timely fashion.
- Strives to be consistent in the way they deliver customer service.
- Seeks opportunity to interact with clients.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
- Seeks feedback on quality of service.

### **Work Organisation**

**Effectively organises all aspects of work in order to achieve high quality and timely output.**

- Plans work effectively in order to meet deadlines set by projects/managers or clients.
- Negotiates workload and priorities.
- Uses available resources and tools as appropriate (computers, things to do lists etc.).
- Keeps manager informed of plans and actions.
- Addresses or escalates conflicting demands.
- Ordered and methodical in the way they approach their work.
- Has the ability to work under pressure and deliver quality work within short time frames.
- Is flexible enough to work in a rapidly changing environment.
- Is able to multi-task without compromising work quality.

### **Initiative, Analysis & Problem Solving**

**Uses relevant information in analysis of issues and applies reason to reach conclusions from which practical recommendations are made.**

- Takes ownership of problem and develops solutions.
- Uses a range of information gathering techniques to identify all relevant information.
- Considers potential implications, including political implications, of decisions.
- Takes action.

### **Teamwork**

**Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives**

- Takes a lead role in wider team culture and development programmes.
- Acknowledges the contribution of others and participates effectively in teams.
- Addresses the issue rather than the person.



- Always maintains effective working relationship despite any difficulties caused by conflicting roles or differing viewpoints.
- Resolves differences of opinion by seeking mutually acceptable solutions.
- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- Seeks feedback from other team members.
- Is highly motivated and energetic and has “can do” attitude.
- Is able to work in teams from across the organisation, not just within their area of speciality.

### **Financial Management**

**Effectively uses financial resources to achieve outputs. Applies overall understanding of financial issues and takes financial information into account when making decisions.**

- Plans and negotiates budgets to ensure the business unit has the resources to effectively deliver agreed outcomes.
- Monitors and manages finances to remain within acceptable variances and takes appropriate action to report on variances/expenditure.
- Seeks value for money in all transactions and seeks to make the best use of all available resources.
- Plans for and manages risks and contingencies.
- Establishes administrative systems to allocate, prioritise and monitor specific areas of resource responsibility.
- Reports to the WCET Trust Board in a timely manner and identifies any risks.

### **Staff Management & Leadership**

**Enables staff and contractors to work effectively as a team.**

- Understands and adheres to HR policies and processes.
- Encourages and fosters an open, honest and participative environment for staff and contractors.
- Is approachable and encourages staff discussion
- Manages and values diversity i.e. supports and takes into account individual needs and differences (culture, gender, personal circumstances).
- Effectively manages and allocates staff and contractors workload.
- Provides appropriate support (i.e. direction, delegation) to enable staff and contractors to deliver individual and team outputs.
- Negotiates and agrees clear performance expectations with staff and contractors.
- Gives staff and contractor’s honest, regular and constructive feedback and coaching on their performance.
- Addresses staff training and development needs to ensure people capability is continually improved.
- Successfully communicates the goals of the organisation to staff and contractors in a manner, which supports the vision and encourages people to achieve that vision.
- Inspires and motivates staff and contractors.

### **Attitude**

- An ability to welcome change, meet a challenge, take up new ideas and identify emerging trends.
- A planned and organised approach to business and management.
- An ability to prioritise tasks, focus on urgent issues and maintain momentum on others.
- An ability to motivate, empower and enthuse



- A capacity to work within a dynamic environment
- A willingness to assist with all tasks and across different functions as required ensuring the organisation's objectives are met.