



Job Description

Role Title: Marketing Manager – Permanent

Updated: November 2021

Wellington Culinary Events Trust: The Wellington Culinary Events Trust (WCET) is a not for profit formed in 2014 to promote the Wellington region as the premium New Zealand destination for culinary experiences.

The Trust works across consumer, industry and partner channels to showcase the very best of the Wellington culinary and hospitality community via a range of culinary and brewing events and activities, including Visa Wellington On a Plate, Beervana and Highball.

Our experiential events attract people from all over New Zealand, and internationally, to the cultural, creative and culinary capital to taste the delicious creativity of our region.

We also work with other regions and destinations to help them identify their own culinary USP through our consulting arm Food + Drink New Zealand.

Purpose of Role: The role of the Marketing Manager is to plan and execute tactical end-to-end marketing and content campaigns and plans for experiential event platforms and sponsorship activity, primarily Visa Wellington On a Plate, Beervana and Highball.

This includes:

- Developing compelling and cutting edge annual brand campaigns for events in partnership with key creative and delivery agencies
- day-to-day management of agencies and delivery partners
- being the key point of contact with sponsors and partners and their agencies
- working closely with the Marketing and Communications team to produce content across a range of owned channels
- providing quality assurance on content produced by others (including internal teams)
- being a 'brand manager' and key point of contact for brand sign off for event participants.

This role works under the guidance of the senior management team and to the organisations strategic business and marketing plans, and has ownership over reported KPI's.

PROUD TO BRING YOU



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wcet.org.nz



Reports to: Head of Marketing & Communications, Wellington Culinary Events Trust

Direct Reports: None

Contracted Reports: Delivery partners, brand and media agencies and third-party service providers as required.

INTERPERSONAL CONTACTS

Internal: Close working relationships with all staff across the WCET, in particular the Marketing and Communications team, and the Sponsorship Manager.

External:

- Stakeholders WellingtonNZ and the Wellington City Council
- Sponsors and delivery partners of WCET across all properties, including key naming rights sponsors Visa, Garage Project, Tommy's Real Estate Wellington and Liquorland
- 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
- Use data, survey tools and analytics for ongoing reporting, and provide recommendations for future activities
- Prepare marketing evaluations and reporting for the WCET board and partners, including post campaign reports

Operational Marketing Delivery

- create exciting and engaging marketing campaigns and promotional content that builds brand awareness, grows audiences, maximises reach and converts to purchase tickets/attend events
- manage end to end annual campaign planning and execution to agreed budgets and to deadline across all our event properties
- deliver post campaign reporting and evaluation
- manage supplier relationships, including creative and media planning
- work with suppliers and in-house team to roll out marketing assets and campaigns to deadlines
- create compelling copy for various paid and owned channels
- create and manage production of printed collateral including annual programme guide(s)
- provide QA on content produced for inhouse and paid channels
- be a brand champion for WCET owned properties and approve use of brand and marketing by participants of festival properties
- support the Head of Marketing & Communications Manager and other team members with marketing activity for one-off campaigns, activities and events that are commissioned or developed for/by the WCET

Stakeholder and relationship management

- work with Sponsorship Manager to identify and develop marketing opportunities, and assets for partner leveraging that complements event campaign activity



- ensure any assets and reporting is available for Sponsorship Manager in a timely manner
- assist with the leverage of media, PR and sponsor activity opportunities through one off activations and activities.

Budget Management

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

Project Management

- Deliver other WCET marketing projects from time to time as required, including projects for Food + Drink New Zealand (a consulting arm of the WCET)

Other

- Ensure that all workflow tools and databases relevant to the WCET's marketing activities are kept up-to-date

The position will require some after hours' activities associated with meetings, hosting and attending events.

**SPECIFIC TECHNICAL SKILLS,
QUALIFICATIONS &
EXPERIENCE**

- A relevant marketing qualification and a minimum of 5 years experience in a similar role
- Sound understanding of the full marketing mix, practices and delivery that engages and encourages purchasing behaviours
- Experience developing effective content for multiple channels
- A proven track record of success and achievement
- Strong demonstrated experience of creative and advertising copywriting skills
- Demonstrated ability to create and maintain a close-knit relationship with partners that result in benefits to the organisation
- Highly developed communication and interpersonal skills, including the ability to liaise with people at all levels in business, government and the community
- A passion for the greater Wellington region and our superb culture of hospitality
- Demonstrated ability to be part of a close knit, high performing team that achieves outstanding results within limited finances and to tight deadlines
- Ability to manage competing deadlines and priorities effectively
- Ability to manage multiple projects on the go with success, manage risks and use strong problem-solving skills
- 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, resilient, mature and prepared to go above and beyond.

Desired Skills:

- Tertiary qualifications in a related discipline would be highly regarded
- Event management/food and or tourism marketing experience would be preferred.

**KEY COMPETENCIES/
BEHAVIOURS**



Communication

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

- Uses a range of communication tools and methods to communicate effectively
- Can write in a style that is grammatically correct, well organised and easily understood for different channels
- 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 needs.

- Helpful and honest when dealing with partners/sponsors
- Provides partners/sponsors with appropriate levels of information in a timely fashion
- Strives to be consistent in the way they deliver customer service
- 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 (online tools, WIP's, to do lists etc)
- Keeps manager informed and updated of plans, actions and progress
- 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 and dynamic environment
- Takes ownership of areas of responsibility and can work independently
- 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 in consultation with senior staff
- Uses a range of information gathering techniques to identify all relevant information
- Considers potential implications, including political implications, of decisions
- Is proactive and takes appropriate 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

- Values diversity
- Participates effectively in teams
- Always maintains effective working relationship despite any difficulties caused by conflicting roles or differing viewpoints and seeks to resolve differences
- Contributes to a positive 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 ensuring the business can effectively deliver agreed outcomes
- Monitors and manages finances to remain within acceptable variances and takes appropriate action to report on variances/expenditure
- Provides accurate and timely reporting on budget and expenditure
- Seeks value for money in all transactions and seeks to make the best use of all available resources.

Attitude

- Resilient, positive and calm under pressure
- An ability to welcome change, meet a challenge, take up new ideas and identify emerging trends
- An ability to prioritise tasks and focus on urgent issues
- A capacity to work within a dynamic environment with tight deadlines
- A willingness to assist with all tasks and across different functions as required ensuring the organisation’s objectives are met.