

Senior Marketing & Communications Advisor

Brand & People Experience

Title: Senior Marketing & Communications Advisor
Division: Brand & People Experience
Location: Kelburn, Wellington
Responsible to: Marketing & Communications Manager
Date: September 2018
Code:

Purpose

To develop and deliver values-led compelling brand, product, services and internal communications and marketing activities that help drive revenue growth, enhance brand reputation, support a successful internal culture and support the company's business and communications objectives globally.

Accountabilities

1. Manage MetService's use of digital communication channels including providing support to other staff in the use of social media, tracking and reporting on key metrics, responding to the public if requested by Manager or delegate
2. Support the development of marketing, communications and brand strategies, leading the creation of marketing, PR and communications content for both internal and external audiences, to support MetService's brand, values and culture, products and services, tracking campaign outcomes
3. Creation of brand collateral to support and grow MetService's reputation, facilitating delivery using a multi-channel approach
4. Assist in the planning and delivery of event marketing including MetService representation at field days, trade shows, exhibitions and conferences and through sponsorship opportunities
5. Where appropriate, dealing directly with the public on set up of customer accounts and data feeds to private individuals, responding to questions received from the public, working with subject matter experts in the business as required
6. Work with external suppliers of brand, marketing and communications collateral
7. Assist in media monitoring for the gathering and internal dissemination of market intelligence to support the MetService business and provide input into monthly reporting
8. Undertake other projects and responsibilities as requested by Manager or delegated substitute

9. Support the delivery of crisis communications as part of the Crisis Communications team

Key Relationships

Internal:

- Senior Leadership Team
- Communications meteorologist and media shift
- Sales management and staff
- Product management and staff
- Meteorological Operations management and staff

External:

- Media
- PR, Marketing, brand & design agencies
- Event organisers
- Sponsorship partners
- NGOs
- Government representatives

Staff Responsibility:

Direct Report: Nil
Indirect Report: Nil

Financial Responsibility:

Budget: Nil
Delegated Authority: Nil

Person Specification

Knowledge, Skills & Qualifications:

Essential:

- Tertiary qualification in marketing or communications
- At least 5 years' marketing or communications experience
- Experience developing and implementing successful demand generation programmes
- Current, hands-on understanding of the digital landscape and how digital marketing tools, including social media channels, can be used to communicate internally and externally, develop the brand and generate sales leads for products and services
- Good attention to detail
- Excellent relationship building and influencing skills – internally and externally
- Well-developed written and verbal communication skills, with the ability to develop customer-oriented messages across various communications channels. Able to keep various stakeholders up to date via appropriate and timely communication
- Able to manage own time effectively and utilise own planning processes to appropriately prioritise and work to timeframes
- High level of planning, organisational and problem-solving skills
- Good analytical skills; able to interpret detail and understand the big picture
- Operates with a high degree of accuracy and an eye for detail with the ability to maintain accuracy and stay calm under pressure
- A current driver's licence and ability to travel when required as part of the job

Note: The requirements of this position description may change from time to time to meet operational or other requirements.

Our Values	Values in Action	Values Descriptor
<p>ADAPTABILITY AND FLEXIBILITY</p> <p>To be flexible and adaptable in response to, and ahead of, changes in conditions and stakeholder needs.</p>	<p>Embrace Change</p> <p>Optimise our Business</p>	<p>Recognises that change is at the core of our business. Knows how to make change work, by thinking ahead or being open minded to new ideas.</p> <p>Makes the most of our business opportunities. Is responsive, makes smart decisions and positions our business to achieve its goals.</p>
<p>THE POWER TO SHINE</p> <p>Having the skills, abilities, drive and support to do a great job.</p>	<p>Recognise Success</p>	<p>Takes the initiative to bring out the best in themselves and others. Celebrates successful outcomes.</p>
<p>EVERYONE IS VALUED</p> <p>To appreciate equally the value of everyone working at MetService and their individuality.</p>	<p>Collaborate</p> <p>Respect All</p>	<p>Actively contributes to a work environment where together we achieve our goals. Openly communicates and cooperates with colleagues, customers and suppliers.</p> <p>Recognises and shows a genuine appreciation for the strengths and opinions of others. Engages in debates in a respectful manner.</p>
<p>ACHIEVEMENT</p> <p>To achieve something noteworthy and admirable through meeting challenges both personally and professionally.</p>	<p>Take Ownership</p>	<p>Takes responsibility for their own decisions and actions. Always works with the best business interests of MetService at heart.</p>
<p>FREEDOM TO ENJOY LIFE</p> <p>Working for a financially successful company with a sustainable future.</p>	<p>Support Growth</p> <p>Enable Innovation</p>	<p>Future focused or an advocate for continued improvement where we learn from experiences and mistakes.</p> <p>Supports a climate of creativity and new ways of doing things.</p>