

Palmerston North City Council Job Profile



Position Title	Marketing Advisor
Reporting to	Head of Brand and Marketing
Unit	Marketing and Communications
Date last updated	September 2019

Values

We are committed to fostering an environment where our values of Trust, Worth, Service, and Transformation form the cornerstones of our interactions with each other and the city we serve. We believe it is essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

Context

The Marketing and Communications Unit of the Palmerston North City Council creates, manages and delivers all marketing, communications and events requirements for the Palmerston North City Council. The unit services the needs of many and varied stakeholders both internal and external to the council itself.

Main Purpose

The marketing advisor develops and implements campaigns to promote and communicate the Council's assets, venues, events and council activities to ensure an integrated approach that is efficient and effective and ensure that results are measured. They also maintain the integrity of the Council brands.

Key Areas of Responsibility

- Work with the Communications Advisors and Units to develop effective and efficient marketing campaigns using the most relevant and impactful channels (owned, earned, paid) to best deliver KPIs for the project and Council
- Ensure marketing advise and strategies take into account the wider strategic context and legal requirements
- Produce engaging content and imagery with use of internal and external suppliers that can efficiently and effectively be used across relevant channels
- Manage media and creative agencies as required to deliver campaign KPIs
- Look for wider opportunities to promote council campaigns and marketing activities that will breakthrough and engage in new ways
- Create and manage marketing collateral to budget and brand guidelines
- Use data and insights to guide and continuously refine marketing activity
- Promote the value of the marketing function by being an admired and impactful member of the unit and Council
- Tasks as directed by the Head of Brand and Marketing

Palmerston North City Council Job Profile



***Please note:** Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.*

Risk Management accountabilities for all employees

- **Council Policies and Procedures:** Ensure self and team comply with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)
- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.

Key Relationships

Internal:

- Communications and Content Team
- Events
- Venues
- Print Production
- Head of Brand and Marketing
- PNCC Management Team and Managers
- PNCC Units

External:

- Creative Agencies
- Market Research
- Media Suppliers
- Print suppliers
- Council controlled organisations
- Other regional councils
- Government organisations

Palmerston North City Council Job Profile



Typical knowledge, skills, and attributes:

Knowledge (*qualifications and experience*)

- Minimum requirement is a bachelor's degree or marketing or business experience equivalent with marketing communications or content focus
- Strong marketing campaign experience in traditional and digital media and proven ability to measure and deliver against marketing KPIs
- An understanding of how to target consumers with relevant and impactful messaging

Skills and Attributes

- A consumer-driven marketer that uses data and insights to inform strategies and tactics for marketing campaigns
- Highly developed problem solving skills, written planning and tactical marketing solutions thinking
- A strategic thinker with the ability to capitalise on opportunities, identify risks and opportunities, and understand complex information to deliver solutions.
- Excellent interpersonal and communication skills with a demonstrated ability to gain the confidence of Council units, staff and stakeholders.
- A positive mindset and team orientated approach with a can-do attitude and persistence in the face of obstacles
- Ability to think commercially, forecast and track results and maintain strict confidence especially when dealing with financially sensitive information
- Able to create direction in ambiguous situations and use informal influence to move projects forward to successful completion.

Remuneration

- This role is graded at **SP4** on the Council's remuneration system, i.e. between **\$73,789** (85%) and **\$86,811** (100%) depending on the Manager's assessment of the skills/experience of the job holder and any other relevant factors.
- In addition, a benefit entitlement of **5%** of base salary is available.

Other

The position may be called to work outside normal working hours to support the unit activities and assist in the event of a Civil Defence emergency or exercise. The job holder will be expected to participate fully in training provided for this and any other Unit activities.

Palmerston North City Council Job Profile



Competencies

Core	
Service	<ul style="list-style-type: none"> Recognises the diversity of customers, and adapts approach and style to meet their needs Offers customers a range of solutions to problems Demonstrates commitment to delivery of agreed solutions Delivers and follows up on solutions Seeks and gives feedback from customers Looks for where improvements can be made to systems and processes
Communication	<ul style="list-style-type: none"> Clearly communicates messages in a clear and concise manner Uses the most effective method and style of communication for the target group and the situation Uses active listening techniques including reflection and paraphrasing Shares ideas appropriately Recognises and minimises barriers to communication
Business ethics	<ul style="list-style-type: none"> Demonstrates integrity, honesty, and commitment Acts ethically in all dealings Is equitable and ethical in the treatment of others Is prudent in financial dealings
Information Technology	<ul style="list-style-type: none"> Has an appropriate level of skill in computer software relevant to the requirements of the role. Is confident to try new software Looks for ways to improve efficiency through the use of technology - takes advantage of technology to achieve goals
Role specific	
Professional Skills	<ul style="list-style-type: none"> Has developed a body of relevant and current professional knowledge reflected by an appropriate qualification Demonstrates understanding of the principles and concepts of the profession Knowledge of relevant legislation Demonstrates a commitment to regularly updating and extending knowledge base and relevant skills (takes opportunities for professional development) Membership / be working towards membership of a professional body (if relevant) Practical experience in the field over a number of years; familiar with all facets of the profession required by PNCC Ability to interpret and work within relevant legislation Has credibility within the profession Knowledge base is current and regularly updated
Leading Projects	<ul style="list-style-type: none"> Scopes projects effectively and secures necessary resources to achieve agreed outcomes Communicates and sells the project to key stakeholders Builds strong relationships in order to achieve the project goals Focuses on the delivery of the project, removes barriers to progress Motivates and empowers others to achieve the project goals Models the expected behaviours Uses emotional intelligence to assist others to achieve Monitors progress and undertakes corrective actions as necessary Demonstrates resilience, able to maintain performance over an extended period

Palmerston North City Council Job Profile



Intellectual Capability	<ul style="list-style-type: none"> ▪ Shows evidence of high level analytical thinking ▪ Goes beyond the immediate problem presented and probes to make sure all aspects are addressed ▪ Rapidly and accurately identifies key issues or actions ▪ Goes beyond the information immediately available ▪ Able to consider the wider implications ▪ Systematically breaks down multidimensional problems or processes into component parts; uses analytical techniques to identify and critically evaluate options ▪ Shows evidence of conceptual and innovative thinking ▪ Generates and / or recognises alternative solutions and innovation ▪ Able to consider the wider implications in formulating a decision ▪ Facilitates solutions with others to complex and difficult issues
Relationship Building	<ul style="list-style-type: none"> ▪ Develops and maintains networks of key stakeholders ▪ Understands stakeholders' views and why they are held ▪ Develops a network of industry / staff contacts to keep abreast of latest ideas and concepts ▪ Demonstrates sensitivity to other groups and values diversity ▪ Delivers on commitments ▪ Builds and maintains professional and productive relationship with key stakeholders ▪ Able to deal effectively with the media ▪ Understands the cultural requirements of the legislation that they work within
Political Acumen	<ul style="list-style-type: none"> ▪ Operates in an apolitical manner offering unbiased professional advice ▪ Operates in a fair, consistent, and equitable manner ▪ Understands the political systems and underlying drivers ▪ Understands the statutory and legal framework the Council operates within and able to effectively operate within this framework
Team Work	<ul style="list-style-type: none"> ▪ Has a positive mindset and actively contributes to building a positive the team culture ▪ Is an active and contributing team player ▪ Supports team mates to achieve and models the standards for teams and team work ▪ Understands team dynamics ▪ Contributes actively to high performing project teams
Coaching and Mentoring	<ul style="list-style-type: none"> ▪ Ensures knowledge is passed on in a proactive way to achieve the maximum benefit ▪ Supports those they work with ▪ Passes on professional and organisational ways of business to make sure activities are successful ▪ Provides support to those that they are coaching and mentoring formally or informally
Organisational Excellence	<ul style="list-style-type: none"> ▪ Continually seeks to improve own performance and applies critical thinking to own performance ▪ Seeks best practise solutions and is aware of industry improvements to improve performance ▪ Recognises opportunities for innovative solutions to tasks and challenges ▪ Seeks excellence, always looking for ways of continuously improve what we do ▪ Aspires to exceed expectations of performance and values