

## Marketing Manager

January 2016

<b>Position Title:</b>	Marketing Manager
<b>Reports To:</b>	Chief Executive – New Zealand Green Building Council
<b>Background:</b>	<p>The New Zealand Green Building Council (NZGBC) is a not-for-profit, industry organisation dedicated to a sustainable built environment. Our vision is that New Zealanders live, work and play in healthy, efficient and productive buildings in a sustainable built environment. NZGBC achieves this through:</p> <ul style="list-style-type: none"> <li>• Setting standards of industry best practice, primarily through the adaptation and development of sustainability rating systems for the built environment;</li> <li>• Education and training for all areas of the building industry value chain, through professional continuing education, selected green building modules and cross industry collaboration with other industry organisations;</li> <li>• Influencing policy through leading and demonstrating best practice, advocacy through industry networks and supporting a research agenda that will influence the market; and</li> <li>• Providing access to networks, information and the latest global resources for our members to actively lead the New Zealand market.</li> </ul> <p>Rapid growth creates major challenges and opportunities for ambitious, ethically motivated individuals to make a difference whilst developing their careers.</p>
<b>Hours of Work:</b>	A standard 37.5 hour working week, Monday to Friday with some flexibility. There will be a requirement to accommodate events and stakeholder engagement needs outside these times.
<b>Location:</b>	The office of NZGBC is currently located 205 Queen Street, Auckland City. The role may include some travel throughout NZ.
<b>Purpose of Position:</b>	The Marketing Manager is responsible for leading, developing and delivering high quality marketing and communications that enhance the reputation of the NZGBC and support delivery of the organisation’s strategic aims.
<b>Nature and Scope of the Position:</b>	<p>The Marketing Manager will be part of the NZGBC management team overseeing all our marketing and communications across the business. This includes responsibility for:</p> <ul style="list-style-type: none"> <li>• Marketing and communications focused on rating tools, educational events, events and members.</li> <li>• External communications, from media/social media through to brand alignment and development.</li> </ul>

	<ul style="list-style-type: none"> <li>• Direction and delivery of a calendar of events (member and non-member and including one annual conference).</li> </ul>
<p><b>Key Tasks:</b></p>	<p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Develop, manage and oversee delivery of the business plan and budget for the Marketing and Communications area of the business.</li> <li>• Manage and motivate a small team of three to think creatively and stretch themselves.</li> <li>• Deliver effective marketing and communications strategies that inspire a broad industry to engage with and act on NZGBC’s message, products and services.</li> <li>• Shape the voice, look and feel of NZGBC in the market by overseeing all marketing and communications delivery.</li> <li>• Liaise with appropriate subcommittees of the board and deliver a programme of work that is line with the annual Business Plan.</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Develop, create and deliver marketing strategies/campaigns that highlight our work, motivate people to become involved and lead to an increase in sales.</li> <li>• Create strategic partnerships that will increase attention to our work in creative and engaging ways.</li> <li>• Support NZGBC members and key stakeholders with messages and collateral to collaborate in delivering our message.</li> <li>• Protect our brands from reputational damage, with an astute eye to risky situations and a problem solving approach to resolving them.</li> <li>• Initiate, synthesise and share insights to improve our customer service approach.</li> <li>• Implement an integrated sponsorship strategy that delivers enhanced value for members / sponsors and secures a sound financial basis for NZGBC service delivery.</li> </ul> <p><b>External Communications</b></p> <ul style="list-style-type: none"> <li>• Provide the strategic direction for all marketing and communications activity within NZGBC, ensuring we are communicating effectively to the right audiences at the right time in the right way.</li> <li>• Manage relationships with suppliers to deliver effective brand management, social media, PR and information dissemination.</li> <li>• Ensure high quality, timely communications to members and other stakeholders through a range of channels.</li> </ul> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>• Oversee the management of our events throughout the year, setting the tone and providing strategic guidance to the Events Marketing Manager.</li> <li>• Oversee the delivery of an annual conference.</li> </ul>
<p><b>Functional Relationships</b></p>	<p><b>Internal Relationships</b></p> <p>Reports to Chief Executive; supervises the following direct reports:</p> <ul style="list-style-type: none"> <li>- Events Marketing Manager</li> <li>- Senior Communications Adviser</li> <li>- Digital Content Co-ordinator</li> </ul> <p><b>External Relationships</b></p> <ul style="list-style-type: none"> <li>- NZGBC member organisations</li> <li>- Prospective member organisations</li> <li>- Media</li> <li>- Suppliers providing marketing-related services to NZGBC</li> </ul>

	<ul style="list-style-type: none"> <li>- Industry organisations with common interests</li> <li>- NZGBC board members</li> </ul>
<p><b>Suggested qualities and capabilities:</b></p>	<ul style="list-style-type: none"> <li>• Minimum of a Bachelor’s degree (Marketing or related discipline) required with more than ten years’ experience in a marketing/comms type role.</li> <li>• Direct experience and understanding of how marketing can add significant value in a membership type setting, a perspective on the not for profit/industry association sector and experience in building/construction sector would assist.</li> <li>• Experience of overseeing events management, particularly large conferences as well as smaller membership events.</li> <li>• Strong engagement and networking skills, with experience of translating leads into specific sales opportunities.</li> <li>• Strategic thinker with a collaborative style of leadership that fosters teamwork and sustains a learning environment for staff.</li> <li>• Strong presentation and interpersonal skills, and a demonstrated ability to collaborate and work effectively.</li> <li>• High energy, multi-tasker with strong organisational skills and an attention to detail, but the ability to also see the big picture.</li> <li>• Strong technical skills.</li> <li>• Experience using CMS systems and database management.</li> <li>• Experience managing staff.</li> </ul>