

# Director of Marketing and Membership

## Your chance to step up and make an impact

This is a great opportunity to

- help improve the quality of buildings and homes in New Zealand
- take up a leadership role and contribute to the strategic direction of a national association
- engage and collaborate with key industry stakeholders and Government
- make a considerable impact on quality of life and the future of NZ

As part of the New Zealand Green Building Council (NZGBC) you will be part of a highly influential and growing, national, industry organisation. Our mission is healthier more productive buildings and homes for New Zealanders.

Using your excellent marketing and stakeholder management skills, you will be a key part of our success, providing leadership and strategic advice in communicating our work with the industry and maintaining and growing a membership portfolio of industry leaders and influencers.

*Reporting to the Chief Executive you will:*

- Develop and deliver campaigns that inspire action
- Use our marketing and communication avenues to shape an attractive professional voice, look and brand
- Provide value to our awesome members and stakeholders
- Lead and develop a world class events and communications team
- Help the business grow, campaign and build a better future.

If you want a job with impact **this is it.**

Get the details from

[www.nzgbc.org.nz/work\\_at\\_NZGBC](http://www.nzgbc.org.nz/work_at_NZGBC)

Submit your CV and covering letter to [jobs@nzgbc.org.nz](mailto:jobs@nzgbc.org.nz)

By midday 15th March 2017



Please submit the following to [jobs@nzgbc.org.nz](mailto:jobs@nzgbc.org.nz) by Midday 15 March 2017.

- a) Your CV
- b) A covering letter providing at least one paragraph on each of the following ;
  1. why you would like to join the leadership team at the NZGBC
  2. relevant skills that you would use to achieve market transformation of the built environment
  3. relevant experience in the building/construction or property sector
  4. your personal interest in the future of quality buildings and homes in New Zealand
  5. success in stakeholder engagement to drive increased market share in a competitive environment

Successful candidates will be invited for interviews at the NZGBC office **on 21<sup>st</sup> March 2017.**

- See job description below -



## Director of Marketing and Membership

February 2017

<b>Position Title:</b>	Director of Marketing and Membership
<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 and Salary:</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. Salary Range \$120,000-140,000
<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 Director of Marketing and Membership is responsible for leading, developing and delivering high quality marketing and communications that enhance the reputation of the NZGBC and development and delivery of membership strategies for retention and acquisition of loyal members.
<b>Nature and Scope of the Position:</b>	<p>The Director of Marketing and Membership 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</li> </ul>

	<p>and development.</p> <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>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 and membership</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> <li>• Develop an effective campaign to retain existing NZGBC members and acquire new members.</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>Drive connections and add value to new and existing members</b></p> <ul style="list-style-type: none"> <li>• Deliver member retention strategies to support, maintain and value members.</li> <li>• Deliver member acquisition strategies to grow and diversify NZGBC's member reach.</li> <li>• Develop strong and lasting relationships with existing members to understand their needs, support delivery across the organisation and enhance their confidence in NZGBC.</li> <li>• Design and deliver enhancements to existing member processes in order to deliver increased membership acquisition and retain higher proportions of existing members.</li> </ul> <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 Membership areas of the business.</li> <li>• Manage and motivate a small team of three and a half 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</li> </ul>

	<p>marketing and communications delivery.</p> <ul style="list-style-type: none"> <li>• Liaise with appropriate subcommittees of the board and deliver a programme of work that is in line with the annual Business Plan.</li> <li>• Develop strategies to understand and support member's achievement of their sustainability objectives.</li> </ul>
<p><b>Functional Relationships</b></p>	<p><b>Internal Relationships</b>  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 (0.6FTE)</li> <li>- Membership Executive</li> <li>- Customer Services Coordinator (0.6FTE)</li> <li>- Marketing Intern/Volunteer (when applicable)</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> <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>• Experience in building/construction sector preferable.</li> <li>• Direct experience and understanding of how marketing can add significant value in a membership type setting and a perspective on the not for profit/industry association sector.</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>