

Position Description
Regional Marketing Communications Manager – UK and Europe

| | |
|----------------------------|---|
| Position Title: | Regional Marketing Communications Manager – United Kingdom and Europe |
| Team: | Marketing Communications |
| Reporting Manager: | General Manager - Marketing Communications. Dotted: General Manager – Western Long Haul Markets |
| Direct Reports: | Marketing Coordinator |
| Position Location: | London Office |
| Position Type: | Full Time Permanent |
| Special Conditions: | Right to live and work in UK is a prerequisite requirement Ideally, bilingual and fluent in the English and German languages |

Background

Tourism New Zealand is a Crown Entity governed by eight Board members who are appointed by the Minister of Tourism. Our executive team, based in Auckland Wellington and three key international regions has responsibility for the overall leadership and management of the organisation. Offshore, our regional management team oversees activity in our international markets.

Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourist destination. The major tool we use to do this is the 100% Pure New Zealand marketing campaign, a campaign that has evolved over the past decade to make New Zealand one of the world's most well-respected tourism brands. Further information can be obtained from www.tourismnewzealand.com.

Key Responsibilities

To participate in and contribute to the leadership and management of Tourism New Zealand's Marketing Communications function, including the development of the marketing communications strategy. To be responsible and accountable for the management and implementation of this strategy within the United Kingdom and Europe region.

Position Description
Regional Marketing Communications Manager – UK and Europe

| Key Tasks | Performance Indicators |
|--|---|
| Contribute to the development of an effective international marketing and marketing communications strategy that ensures the execution of TNZ's Three Year Marketing Strategy. | <ul style="list-style-type: none"> • Clearly articulated and documented vision and strategic plan for TNZ which reflects sound marketing communications principles. |
| Develop and implement a marketing strategy, plan and associated initiatives for the UK and Europe region that support the achievement of and is consistent with the international marketing strategy. | <ul style="list-style-type: none"> • Operational marketing and communications plan developed and implemented for UK/Europe with clear linkages to marketing strategic direction. |
| Manage, lead and execute regional and in market activities including campaign, media and advertising, digital and online initiatives, and above the line advertising. | <ul style="list-style-type: none"> • Demonstrable cause and effect relationships between campaign development and execution, and KPIs measuring strategic direction. • Projects delivered on time and in line with budget parameters. |
| Develop effective relationships with internal stakeholders to facilitate synergies between PR, trade and marketing initiatives, particularly in the UK/London region. | <ul style="list-style-type: none"> • Effective relationships demonstrate integration of PR, trade and marketing activities. |
| <p>Assesses marketing regularly, understands, and reports effectively specific consumer and media trends, and competitive behaviour.</p> <p>Interprets these factors, and feeds these into the strategy development process, and alters in market activity to address and capitalise on these.</p> | <ul style="list-style-type: none"> • Market knowledge accurate, current and appropriately shared. |
| Identify and develop opportunities to leverage marketing strategies and activities. | <ul style="list-style-type: none"> • Effective opportunity identification, qualification and execution. |
| Develop and manage key relationships with agencies, the tourism industry, and other key points of contact. | <ul style="list-style-type: none"> • Local agency relationships reflect a collaborative approach to developing and implementing outcomes. |

Position Description
Regional Marketing Communications Manager – UK and Europe

| | |
|--|--|
| | <ul style="list-style-type: none"> • Relationships and networks are effective, accessible and therefore appropriately leveraged by others in TNZ. |
| Develop effective performance reporting. | <ul style="list-style-type: none"> • KPIs accurately measure campaign performance. • Campaign delivers effective results. |
| Lead and manage direct reports including managing, mentoring, coaching, training and evaluating employees' performances. | <ul style="list-style-type: none"> • Performance reviews current and relevant for all team members with identified developmental activities. • 100% compliance with terms and conditions of employment as set down in agreements. • Positive and helpful attitude displayed by all team members. • Positive feedback received from Executive, peers and stakeholders about work completed. |
| Effective and prudent management of assigned budgets. | <ul style="list-style-type: none"> • Financial performance within agreed budgeted parameters. • Variances effectively managed. |

Position Description
Regional Marketing Communications Manager – UK and Europe

Competencies

| | |
|--------------------------------|---|
| Perseverance | <p>Pursues everything with energy, drive and a need to finish; seldom gives up, especially in the face of resistance or setbacks.</p> <p>Willing to take responsibility and be accountable for actions and performance of self and team, exercising control in establishing priorities, and scheduling to maximise time and resource utilisation appropriately.</p> |
| Stakeholder Focus | <p>Ability to develop strong rapport and trust quickly. Understands the importance of ensuring relationships are maintained and supported regularly.</p> <p>Negotiates skilfully and dispels conflict quickly. Understands various stakeholder perspectives, that these may not always be congruent with those of the organisation, and works positively to achieve resolution.</p> |
| Strategic Agility | <p>Organisationally aware, contributes to strategic planning and supporting activities.</p> <p>Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented and can articulately paint credible pictures, possibilities and likelihoods; can create competitive and breakthroughs strategies and plans.</p> |
| Independence | <p>Able to operate effectively in geographic isolation from direct manager, understands and operates effectively within the matrix type structure of the regional office. Able to represent marketing's point of view effectively within the regional office; willing to champion ideas and is comfortable acting alone on tough projects/assignments.</p> |
| Effective Relationships | <p>Develops rapport quickly and easily. Can quickly find common ground and solve problems; can represent organisation's position effectively. Negotiates effectively in reasonably tough situations can settle differences with a minimum of noise, can win concessions without damaging relationships, can be direct and forceful and diplomatic, gains trust quickly of other parties and has a good sense of timing.</p> |
| Analysis | <p>Able to apply analytical, conceptual and innovative thinking skills to process complex information quickly and thoroughly.</p> <p>Able to scan emerging environments for trends, assess the potential implications and develop alternative perspectives.</p> |
| Interpersonal Skills | <p>Verbally expressing thoughts, information and ideas in a clear, appropriate manner. Establishing a connection and affinity with others easily and quickly, demonstrating interpersonal sensitivity.</p> |
| Written Communication | <p>Expressing ideas and information in writing using appropriate structure, format, grammar and language to create informative, clear and concise documentation and reports.</p> |
| Services | <p>Working from a client and customer perspective to ensure satisfaction;</p> |

Position Description
Regional Marketing Communications Manager – UK and Europe

| | |
|--------------------------------------|---|
| Orientation | focusing on customer needs to drive solutions. |
| Judgement Decision Making | Considering all relevant information to draw reasonable and appropriate conclusions; appreciating the consequences of decisions; reaching an appropriate decision in a timely manner to meet specific outcomes. |
| Deals with Ambiguity | Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't put off when things are up in the air; doesn't have to finish things before moving on; can handle risk and uncertainty. |
| Flexibility | Maintaining effectiveness while adjusting to a changing work environment, varying tasks, people, responsibilities and priorities. |
| Results Orientation | Working through each aspect of a task or project; driving a task or project through to completion. |
| Planning and Organising | Identifies priorities of own tasks and/or activities and effectively allocates own time to complete tasks. Identifies priority of team activities and/or projects and establishes and articulates short to medium term goals. Determines project/assignment requirements by establishing frameworks, and ensures that all project and/or functional accountabilities are allocated. |

Person Specification

- A tertiary qualification in marketing or another relevant discipline.
- Marketing and marketing communications experience - preference to be given to international and commercial environments.
- Demonstrated capability to perform effectively as part of a teams(s) across a matrix type structure.
- Demonstrated ability to think strategically about marketing issues and operationally an effective plan.
- Well developed project management and delivery capability, particularly the delivery of complex multidisciplinary projects, or projects that are politically sensitive.
- Excellent communication skills, both oral and written.
- Demonstrated ability to lead and manage a small team.
- Is able to demonstrate an ability to organise self and team to achieve work programme, meet deadlines and manage conflicting deadlines and requirements.
- Ideally fluent in the English and German languages.
- Demonstrated ability to develop effective relationships and partnerships.
- A demonstrated commitment to the provision of quality services.