

Position Description: Digital Marketing Executive

“He Manuka Tū ki te Ahi”¹

Manuka stands strong in the midst of heat and adversity

RotoruaNZ is the Economic Development Agency (EDA) and Regional Tourism Organisation (RTO) for the Rotorua district and operates as a Council Controlled Organisation (CCO) with an independent board. Its key trading activities and brands are RotoruaNZ.com and i-SITE Rotorua, and it operates as Rotorua’s Convention Bureau.

RotoruaNZ is committed to developing and promoting Rotorua as a destination of choice to work, study, visit, invest and live in. We connect people, land, capital and ideas. Our work supports the development of Rotorua’s economy, unlocking opportunities for commercial investment and providing employment, housing and thriving communities, wealth and wellbeing for all our people. RotoruaNZ works in partnership with iwi, private sector business, local government, community organisations and central government to support their growth aspirations and enhance Rotorua’s resilience, identity and reputation. We operate as a neutral entity and a trusted advisor, balancing the needs of each group of stakeholders for the benefit of the Rotorua community.

We know the strengths of our region include the active geothermal environment, our vibrant and expressive Māori culture and the rich, invigorating experiences that are accessible to all. We’ll continue to leverage these strengths in our positioning and marketing of Rotorua to the rest of New Zealand and the world.

We’ll unlock the potential of Rotorua by:

- Focusing on Rotorua’s reputation as a vibrant world-class destination
- Attracting, retaining and growing investment, talent and business across the district
- Supporting efforts to revitalize the inner-city and Fenton Street corridor
- Working closely with Te Arawa whānui to support the growth of their economy in alignment with the values set out in the Te Arawa 2050 Vision.
- Ensuring the impact of change achieves a balance between social, environmental, economic and wellness benefits for the people of Rotorua

We are one team. We are committed to being visionary and adventurous – boldly positive for Rotorua’s future, results focused, and collaborative – facilitating a whole of Rotorua approach. Our work is underpinned by our values:

- Courage – the courage to be bold and visionary
- Pride – Rotorua is at the heart of all we do
- Inclusiveness – We enable collaboration and teamwork
- Integrity – We do what we say
- Vitality – We do it with energy and fun

¹ This whakatauki gifted to the organisation by Ngati Whakaue kaumatua, Kingi Biddle. It draws on the metaphor of Manuka that grows with strength and resilience in the heat of Rotorua’s geothermal environment, enabling a thriving ecosystem.



POSITION SPECIFICATION

POSITION:	Digital Marketing Executive
REPORTS TO:	Head of Marketing & Communications
GROUP:	Marketing & Communications
LOCATION:	i-SITE, Fenton Street, Rotorua
POSITION PURPOSE:	The Digital Marketing Executive will be responsible for managing both the CRM and CMS software for RotoruaNZ, and work with the Brand and Marketing manager to develop and implement a digital marketing strategy for RotoruaNZ in a way that inspires visitors, investors, businesses, students and talent to come to Rotorua.
DELEGATIONS	<ul style="list-style-type: none"> N/A
KEY ACCOUNTABILITIES:	<p>Accountabilities</p> <p><i>Customer Relationship Management (CRM)</i></p> <ul style="list-style-type: none"> Act as the organisation's primary internal expert on the CRM system Constantly evolve and develop the CRM structure in appropriate modules to maximise its effectiveness for team members Monitor CRM data entry by team members for best practices and coach accordingly Make recommendations to the executive team regarding needed enhancements to the suite of subscribed software products <p><i>Content Management System</i></p> <ul style="list-style-type: none"> Engage prospective first-time visitors and re-energise past travellers through website design and content Co-ordinate SEO marketing and content strategy and implementation for web optimisation Enforce high-quality standards on imagery and video to create the narrative for the destination Work with the RotoruaNZ teams to optimise website content, edit existing page structures and create new pages within the website to meet the content needs that are defined by team members Track and monitor the evolution of search interest, algorithm changes, and user behaviour shifts. Stay up-to-date on best practices to increase the effectiveness of each page, maximising metrics by researching and recommending "best-in-class" standards to establish our site as a leading online destination website. <p><i>Technology Integrations</i></p> <ul style="list-style-type: none"> Oversee integrated technologies to ensure performance measurements and connectivity are working properly and maximizing said technology intent Manages email marketing lists, distribution of emails, and the measurement of efforts Seek new technologies and resources to maximise the understanding of current and potential visitors Work in conjunction with industry partners, and RotoruaNZ teams to provide information to third-party websites <p><i>Digital Marketing</i></p>



- Work with the Brand and Marketing manager to develop and implement a digital marketing strategy for RotoruaNZ
- Recommend paid digital media strategy to deliver department goals, optimise cross-platform efficiencies, and provide reporting to internal teams
- Execute paid digital media buys, market segmentation (both leisure and sales), reporting, services, and maintenance

Other Duties and Responsibilities

- Maintain clear communications with other departments to create an effective team
- Document processes and procedures relevant to the position
- Develop and produce regular reports to keep team members updated on destination offerings and contacts as well as system management reports
- Maintain performance metrics relative to goals and analyse data for making decisions
- Grow existing and fostering new partnerships

NB: The key accountabilities listed above are not an exhaustive list. You may be expected to undertake additional responsibilities in the course of your employment that are consistent with the purpose of your employment.

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

Required:

- Exceptional writing, editing, and proofreading skills with attention to detail and personality
- Ability to work independently as well as with team members
- Strong sense of time management with the ability to take initiative, work well under pressure, and meet deadlines
- Strong customer service skills and the ability to communicate politely and effectively
- Strong understanding of current digital marketing concepts, strategies, best practices, and trends; with an interest to implement new ideas and stay up to date with relevant information
- Demonstrated experience as a power user of back-end online technology
- Basic knowledge of database structure
- Demonstrated experience working in a team environment with other specialised team members completing projects and achieving desired results
- A process enthusiast who understands cause and effect and can communicate complex details of databases and online experiences in a way a non-marketing professional can understand
- Minimum of four (4) years of experience in IT and/or managing CRM and CMS software
- Ability to prioritize, multi-task, and problem-solve simultaneous projects with multiple deadlines
- Copywriting, verbal communication, and project management skills required
- Strong attention to detail
- Advanced knowledge of the Destination’s visitor economy, with an emphasis on Rotorua’s USP’s, industry products and services.
- Ability to understand basic industry terms and trends in marketing, communications, and digital marketing initiatives
- Organised, self-starter with good time management skills
- Flexibility to carry out responsibilities on evenings or weekends, and to travel as needed



ROTORUA

ORGANISATIONAL COMPETENCIES

VISIONARY AND ADVENTUROUS <i>Boldly positive for Rotorua's future</i>	<ul style="list-style-type: none">• Create breakthrough strategies and plans• Contribute broad knowledge and strategic perspective, forward looking, anticipating future trends and consequences• Optimistic about future possibilities and likelihoods• Harness customer information and network creativity for improvement• Handle risk and uncertainty, able to shift gear and act without having the full picture
RESULTS FOCUSED <i>We get stuff done</i>	<ul style="list-style-type: none">• Focus resources on what is important and drive to add value• Are dedicated to meeting the expectations and requirements of internal and external customers• Set ambitious goals and steadfastly push to achieve them• Are action oriented and energetically seize opportunities• Willing to take a stand for what is important and work on tough assignments• Work hard – pursue everything with energy, drive and a need to finish• Face problems and challenging situations quickly and directly
COLLABORATIVE <i>One Team</i>	<ul style="list-style-type: none">• Facilitate a whole of Rotorua approach• Build constructive and effective relationships with all kinds of people – up, down and sideways, gaining their trust and respect• Encourage collaboration and partnership, working cooperatively with others• Mobilise collective effort around a compelling sense of purpose or inspiring vision• Create milestones and symbols to rally support and mark progress• Find common ground and solutions for the good of all• Define success in terms of the whole team