

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 revitalise 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

The following pages provide the requirements of this specific job. In addition to these, job holders are also expected to be proactive in knowing and following Rotorua NZ’s policies and procedures.

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:	Digital Marketing Manager
GROUP:	Marketing & Communications
LOCATION:	Rotorua NZ, Fenton Street, Rotorua
POSITION PURPOSE:	This role is responsible for creating compelling content, managing online communities, and using insights to shape engagement strategies and amplify RotoruaNZ's digital presence.
DELEGATIONS	<ul style="list-style-type: none"> Number and nature of direct reports – Nil Budget responsibility – Nil
KEY ACCOUNTABILITIES:	<p>Social media</p> <ul style="list-style-type: none"> Work with the digital marketing manager to support implementation of a digital marketing strategy for RotoruaNZ. Lead the development of a social media content plan. Create content and engage with social media audiences. Manage the social media community through monitoring of comments on RotoruaNZ owned social accounts and have awareness and oversight of comments occurring on other social channels that reference RotoruaNZ, drawing on appropriate processes and technology to achieve this. Monitor social media and digital channels to identify trends, market intelligence, and opportunities for proactive engagement. Contribute to the development of marketing campaigns including evaluation, planning, purchasing, and delivery of organic social media content. Liaise where required with external agencies. Work with colleagues to develop creative assets for RotoruaNZ digital channels. Track and report on the success of social media accounts and content and contribute to campaign reporting. Contribute to the development of policies and guidelines to ensure appropriate and brand compliant use of marketing channels. <p>Any other duties as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.</p> <p>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.</p>

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE	<p>Essential:</p> <ul style="list-style-type: none"> Tertiary qualification in marketing, communications, or media. Minimum five years' experience in a similar role Experience in managing multiple social media accounts for a large organisation.
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	<ul style="list-style-type: none"> • Experience in creating content for various social media utilising photography and video skills • Experience in planning successful social media campaigns using data and insights to guide channel placement. • Excellent planning and organisation ability. • Excellent data and analytical skills. • Experience using social media management tools. • Understanding of Google Analytics and data tracking tools. • Experience in developing regular and meaningful reporting. • Knowledge of Adobe creative suite / other editing platforms <p>Desirable</p> <ul style="list-style-type: none"> • Post Graduate Degree in digital communication, web design, marketing, communications or other relevant discipline • A demonstrable understanding of tikanga Māori • Deep connection to Rotorua • Graphic design • Understanding of the tourism sector • The ability to prioritise projects and meet deadlines <p>Any other duties as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.</p> <p>This person must be prepared to work flexible hours, including some evening and weekend work where required to maximise social media opportunities for Rotorua.</p>
KEY SKILLS NEEDED FOR SUCCESS	<ul style="list-style-type: none"> • Can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner • Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks • Well-developed interpersonal and relationship engagement and management skills • An ability to actively facilitate cross organisational and cross functional services and collaboration in a matrix structure
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



	<ul style="list-style-type: none">• 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