



**OUR VISION:** To use the past, present, and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

**Position:** Marketing Coordinator

**Reports to:** Senior Marketing Advisor

## PURPOSE OF THE ROLE

The Marketing Coordinator assists the Senior Marketing Advisor and ultimately the External Relations Manager on MOTAT's marketing and advertising activities across a range of channels including digital. Social media marketing is a focus of this role, with an emphasis on effective campaigns and engaging content. This role involves working cooperatively and proactively with team members across the Museum to ensure that marketing and advertising is effectively undertaken for the Museum.

## RESPONSIBILITIES

### CAMPAIGN PLANNING

- Working with the Senior Marketing Advisor to identify, plan and execute relevant marketing campaign plans, liaise with external agencies where necessary and coordinate the implementation of these campaigns, for various events, exhibitions, holiday experiences and engagement initiatives, working closely with key members of the Museum Experience hub.
- Coordinate and liaise with service providers and relevant media agencies to book campaigns, manage, and meet deadline dates and adhere to specified budgets.
- Maintain accurate records of campaign spend and marketing campaign budgets, as allocated by the External Relations Manager and the Senior Marketing Advisor.
- Provide administrative, and budgeting support to the Senior Marketing Advisor including issuing of purchase orders, invoice reconciliation, and queries.

### DIGITAL & SOCIAL MEDIA MARKETING

- Proactively promote the Museum and build its profile via marketing activities.
- Manage the Google Grants for MOTAT NFP spend to maximise the funding provided.
- Manage the MOTAT social media advertising to maximise campaign and engagement objectives.
- Contribute to the development of content and the coordination of MOTAT's social media channels (Facebook, Twitter, Instagram, and LinkedIn), including sourcing and drafting content and images, scheduling, and being an active member of the MOTAT content group.
- Assist with the consistent and timely updating of MOTAT's social media channels including responding to enquiries, sourcing images and video clips, crafting engaging copy, and promotions.
- Develop, edit, and review online content to SEO best practice to support effective communications across all areas of the Museum.

- Write and distribute regular electronic newsletters to MOTAT’s key Education audiences, and contribute marketing content to other publications as required.
- Identify, plan, and execute marketing and promotional opportunities for MOTAT using social media coverage including live opportunities of initiatives, exhibitions, and public programmes.
- Develop and update monthly social media marketing content calendars in association with the Communications Coordinator and the wider team.
- Provide reports as required on social media marketing.
- Assist with the production of photography, film, competitions, and other opportunities, and coordinate with any external contractors and other third parties MOTAT may engage, as required.
- Contribute to tracking project timelines, deadlines, and workflow of the team to ensure team is on track to deliver on tasks and project deadlines.
- Work with the Graphic Designers to ensure that relevant information is shared in relation to the marketing schedule and content deadlines.

## GENERAL ADMINISTRATION

- Coordinate the various promotions and discounts aligned to the marketing plan.
- Update online event listings to promote MOTAT activities and events.
- Provide reporting as requested on Google AdWords and Analytics, work in progress and any other reports as requested.
- Ensure accurate recording of campaign expenses and processing of purchase orders.
- Monitor visitor reviews and comments - especially those on Google, TripAdvisor, and Facebook – and respond in a timely way to all reviews from visitors. Raise issues where complaints are received and share feedback with relevant departments.
- Complete general administrative duties including coordinating complimentary passes, coordinating any onsite photography requirements such as filming advisement signage, and updating onsite marketing collateral and signage.
- Represent the External Relations team on identified project groups, attending all meetings, and coordinating information flow.
- Model behaviours consistent with MOTAT values and MOTAT competency framework.
- Comply with all museum policies and procedures including but not limited to Health and Safety and the Museums Aotearoa’s Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time, to ensure that MOTAT’s business objectives are met.

## KEY PERFORMANCE INDICATORS:

- Contribution towards the planning and execution of an overall marketing plan and specific campaigns.
- Contribution to targets for website and social media channels and timely scheduling of social content.
- All social media marketing related comments and queries for promotions and campaigns will be responded to promptly and efficiently.
- All visitor feedback complaints are acknowledged and recorded.
- Meeting all marketing deadlines, as set by the Senior Marketing Advisor.
- Ensure that marketing campaign budgets as allocated are not exceeded.
- Be part of a high performing External Relations team that proactively and consistently delivers to deadline.

## KEY RELATIONSHIPS / DELEGATED AUTHORITY:

<b>Responsible for:</b>	Nil
<b>Internal Liaison:</b>	External Relations, Digital Engagement, Public Programmes, Exhibitions, Finance & Commercial, Wider MOTAT Team
<b>External Liaison:</b>	Marketing service providers, suppliers, and content producers.

## BUDGETARY AUTHORITIES:

\$2,000

## SKILLS & EXPERIENCE:

- Tertiary qualification in marketing and a minimum 2 - 3 years proven marketing experience with an emphasis on digital marketing.
- Experience with social media and its application within the marketing environment.
- Understanding data and its application within the marketing environment.
- Demonstrable experience with content management and email systems. Google AdWords experience desirable.
- Experience in online content development, SEO, SEM, CRO and web best practices.
- Demonstrated attention to detail and high levels of both written and verbal skills, including copywriting skills.
- Exposure to working with budgets.
- Strong data analysis, reporting and time management skills.
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook) as well as basic understanding of Adobe Creative Suite programmes.

## OUR VALUES

### Ō MĀTUA UARA

<b>Auahatanga</b>	Innovation - We will be courageous and try new things.
<b>Ngātahitanga</b>	Collaboration - We will work as a team that respects and supports others.
<b>Motuhēhētanga</b>	Integrity - We will act ethically and with respect and transparency.
<b>Pūmautanga</b>	Sustainability - We will foster knowledge and promote technology that is beneficial to our community and environment.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.