



OUR VISION: To be the “must experience” museum that uses past, present and future Kiwi technology and ingenuity to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Senior Marketing Advisor

Reports to: External Relations Manager

PURPOSE OF THE ROLE

The Senior Marketing Advisor works across the full range of marketing and promotional channels, assisting the External Relations Manager to achieve the business objectives of the Museum through audience targeted, brand aligned and high-quality marketing strategies. The Senior Marketing Advisor plays a key role in ensuring that the Museum is a destination of choice for audiences. It is also a vital role in leading the organisation to having greater awareness and understanding of visitors.

RESPONSIBILITIES

MARKETING AND ADVERTISING

- Develop and manage all MOTAT marketing campaigns, working across multiple channels and within assigned budgets, in line with the Marketing & Communications Strategy.
- Manage the Marketing Coordinator to achieve their objectives, providing day-to-day support and guidance.
- Develop and maintain frameworks, processes and tools for marketing to meet MOTAT’s business needs.
- Plan, deliver and evaluate advertising campaigns across all channels.
- Work with the Digital Engagement team to optimise the use of digital channels and digital tools in the development and execution of marketing plans.
- Provide advice and proactively collaborate on planned initiatives and revenue drivers across the Museum to increase MOTAT’s marketing presence and impact.
- Update, manage and develop appropriate content on MOTAT’s website (working with the Senior Communications Advisor), online presence and social media channels to achieve marketing outcomes. Take guidance and direction on this from both the External Relations and Digital Engagement Managers and lead the Marketing Coordinator’s work in this area.
- Work alongside the External Relations Manager to be the day-to-day brand guardian for the MOTAT brand for all internal and external usages and to develop the brand as per the brand strategy.
- Guide the MOTAT visual identity of marketing collateral, providing direction to external suppliers.
- Work with others across the Museum on product development and market analysis of experiences and services.
- Assist with MOTAT sponsorship and partnerships proposal development, bringing a focus on brand alignment, audience focus, and quality.

- As a customer champion and expert, plan, deliver and report on visitor market research initiatives, and ensure that data, findings and insights are regularly shared with the organisation in a variety of ways.
- Ensure effective responses to customer feedback and monitor satisfaction systems, reporting on visitor satisfaction.
- Coordinate mutually beneficial promotions with external partners which increase MOTAT's profile.

GENERAL & ADMINISTRATION

- Provide regular reports and information for corporate reports on marketing, as required.
- Manage the budgets and resources for marketing as delegated by the External Relations Manager and provide budget advice to the External Relations Manager.
- Provide proof reading /copy editing of business documents and other marketing materials, as required.
- Develop and review material relating to the work of the External Relations team and wider organisation priorities, with an eye for detail, quality and brand alignment.
- Provide effective leadership and management to the Marketing Coordinator and follow all People & Culture people management policies and procedures.
- Follow all museum policies and procedures including but not limited to Health & Safety and the Museums Aotearoa 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

- Timely delivery and execution of all plans, initiatives and reports as relevant to this position.
- Effective delivery of marketing for MOTAT.
- Contribution to management of MOTAT's brand and visual identity.
- Help build external relationships and reputation for MOTAT.
- Be part of a high performing External Relations team that consistently delivers to deadline.
- Positive communication and relationships maintained between MOTAT departments.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for: Marketing Coordinator

Internal Liaison: External Relations team, GM - Museum Experience, Museum Experience hub, Leadership Team, MOTAT Team

External Liaison: RFA, Auckland Major Attractions Group, ATEED, Auckland Council, Marketing Agencies, Advertising /Media providers, Sponsorship partners, Printers, Media, Film Crews, Photographers

BUDGETARY AUTHORITIES

\$5,000

SKILLS & EXPERIENCE

- Minimum 5 years of experience in marketing and advertising.
- Relevant marketing qualification(s).
- Preferred people management experience, ideally leading small teams of marketing, website and digital, or content management staff, as well as line management.
- Strong written and verbal communication skills.
- Strong administrative, time management and project management skills.
- Intermediate level knowledge of Microsoft Office products, in particular Word and Excel.
- High attention to detail, with a strong sense of accountability.
- Experience in museums or tourism (desirable).

OUR VALUES

Ō MĀTUA UARA

Innovation	We will be courageous and try new things.
Collaboration	We will work as a team that respects and supports others.
Integrity	We will act ethically and with respect and transparency.
Sustainability	We will foster knowledge and promote technology that is beneficial to our community.

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.