

MARKETING ASSISTANT, KAITAUTOKO WHAKATAIRANGATANA



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Brand & Marketing Lead	Auckland	Nil	New Zealand Story

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

This role provides marketing support across the New Zealand Story (NZ Story) team, including the FernMark Licence Programme, focusing on support of social media channels and wider assistance across key projects to achieve organisation objectives.

WHAT'S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- Use Hootsuite to post organic content, monitor, and moderate NZ Story's domestic and international social media accounts, encouraging engagement and removing spam
- Keeping NZ Story's social media content calendar up to date, including Licensee posts for the FernMark Licence Programme.
- Updating monthly digital performance reports and dashboards utilising metrics from digital channels including social media, website and newsletters.
- Supporting the development of engaging content for our digital channels, including social media, website and newsletters.
- Supporting the creation and delivery of NZ Story newsletters including collation of content, building the eDM in the Ubiquity platform, sending out and maintenance of the database lists.
- Providing marketing support to the FernMark License Programme including assistance on acquisition campaigns and lead conversion.
- Uploading content to the website and toolkit as required. Administrative support to produce toolkit content, including FernMark content as and when required.
- Logistics assistance for NZ Story Group webinars and events as required.
- Assist with general administration and marketing activities across the NZ Story team, including the FernMark Programme as needed, including assistance with the admin email inbox.
- Manage the FernMark Licensee product display wall in the Auckland office and the distribution of certificates to licensees.
- Build strong and collaborative relationships within the marcomms team and wider NZ Story team.
- Build strong and collaborative relationships with other relevant government agencies and partners as required.
- Foster relationships with New Zealand businesses as required.

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Success in this role means:

- Delivering outstanding marketing assistance to support the NZ Story team, including on time delivery of regular digital reporting.
- Our social media content will be produced and posted on time, to a high standard that delivers strong engagement levels.
- Our newsletters are produced and delivered on time, with quality content, and receive high levels of engagement.
- FernMark Licence acquisition and marketing campaigns are high quality, delivered on time and meet or exceed lead generation targets.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Highly organised and planned** – able to plan and implement a range of tasks each week, managing workload proactively to ensure deadlines are met.
- **Great at prioritising** – spends time on what is important; zeros in on the critical, eliminates roadblocks; seeks to clarify when required.
- **Customer focussed** – able to empathise with audiences to deliver targeted content that resonates.
- **Curious** – naturally curious and interested in content and storytelling. Able to research topics and synthesise your thoughts into concise briefs.
- **Agile** – able to react fast under pressure, especially in regard to social media requirements
- **Creative** – able to come up with new ideas to ensure our social media channels are engaging audiences.
- **Self-starter** – responsive, proactive, bold and energetic.
- **Passionate about Aotearoa New Zealand** – will see the value of our country's brand and be inspired to share stories of our place to domestic and international audiences.

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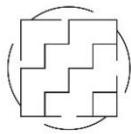
Our characters | Ō mātou uara

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

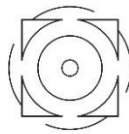
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



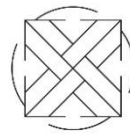
AMBITION
Drives us



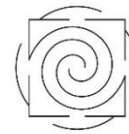
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as "*enhancing mauri to deliver impact*".



NZTE is committed to uplifting the mana of Māori as tāngata whenua and recognises Te Tiriti ō Waitangi/ the Treaty of Waitangi as Aotearoa's founding document.