

POSITION DESCRIPTION:

Marketing – “The way a business organisation identifies its customers, defines and develops the products or services that its customers want, and sells and distributes those products or services to customers”.

NAME:**TITLE:****Marketing Services & Communications Executive****REPORT TO:**

General Manager Sales & Marketing (GMSM)

KEY OBJECTIVES:

To action the marketing strategy of the company based on research and a clear understanding of the target markets so as to maximise sales revenue and maintained a pre-eminent position in the industry.

To ensure all communications, internal and external are timely, clear, professional and in line with our brand strategy.

KEY TASKS:

- Assist GMSM with the Annual Marketing & Communications Plan to be presented to the CEO.
- Produce [Oversee production of] all marketing and sales collateral- brochures, POS material, posters, flyers, newsletters, etc.
- Advertising – maintain the consistent style. Co-ordinate design and placement. Bigger ongoing placements to be in Marketing Plan, others judged as they come in.
- Together with GMSM develop the company online strategy and websites to maximise the potential of this medium. This includes overseeing all third party websites listing our company and all aspects of social media, blogs, etc.
- Develop and maintain relationships with key partners - regional and national tourism organisations, airlines, key trade partners.
- Seek out J.V. partners as appropriate to maximise exposure, develop business and source external funding / contra.
- PR - seek out PR opportunities. Complete press releases; invite media to experience products, commission articles. Liaise with Sales.

- Responsible for the corporate "identity" for Explore NZ and its member companies - logos, brochures etc. Participate in all areas of development of livery, uniform, shop fit outs etc with CEO and relevant managers to ensure corporate identity is appropriate and consistent.
- With senior management put together sponsorship documents
- Initiate, coordinate and enter industry Tourism Award as appropriate.
- Take charge of all internal and external communications. Be the key driver and advocate for the Explore NZ Staff newsletter. Frequency to be discussed.
- Oversee and take charge of all ENZ international and external documents. Making sure they are all ways up to date. Company Handbook, Forms, etc.
- Take ownership of the company's media database.
- Product Development - put forward ideas for improvements of existing products; participate in planning, development of new products.
- Develop campaigns, new methods to drive more business.
- Maintain knowledge of global and national tourism trends. Liaise with GSM.
- Complete a monthly WIP report for GSM and management.

Operations

- Put systems in place and oversee efficient, cost-effective distribution of brochures and sales collateral.
- Ensure CEO, GSM and Sales Managers are consulted and kept informed where appropriate.

Finance

- Develop expenditure budgets for Marketing for each company.
- Maximise the benefits of the group buying power in purchasing.

Personnel

- Assist with recruitment for suitable staff for Sales & Marketing
- Write appropriate job descriptions.
- Work with job search websites, Trade Me, Seek