

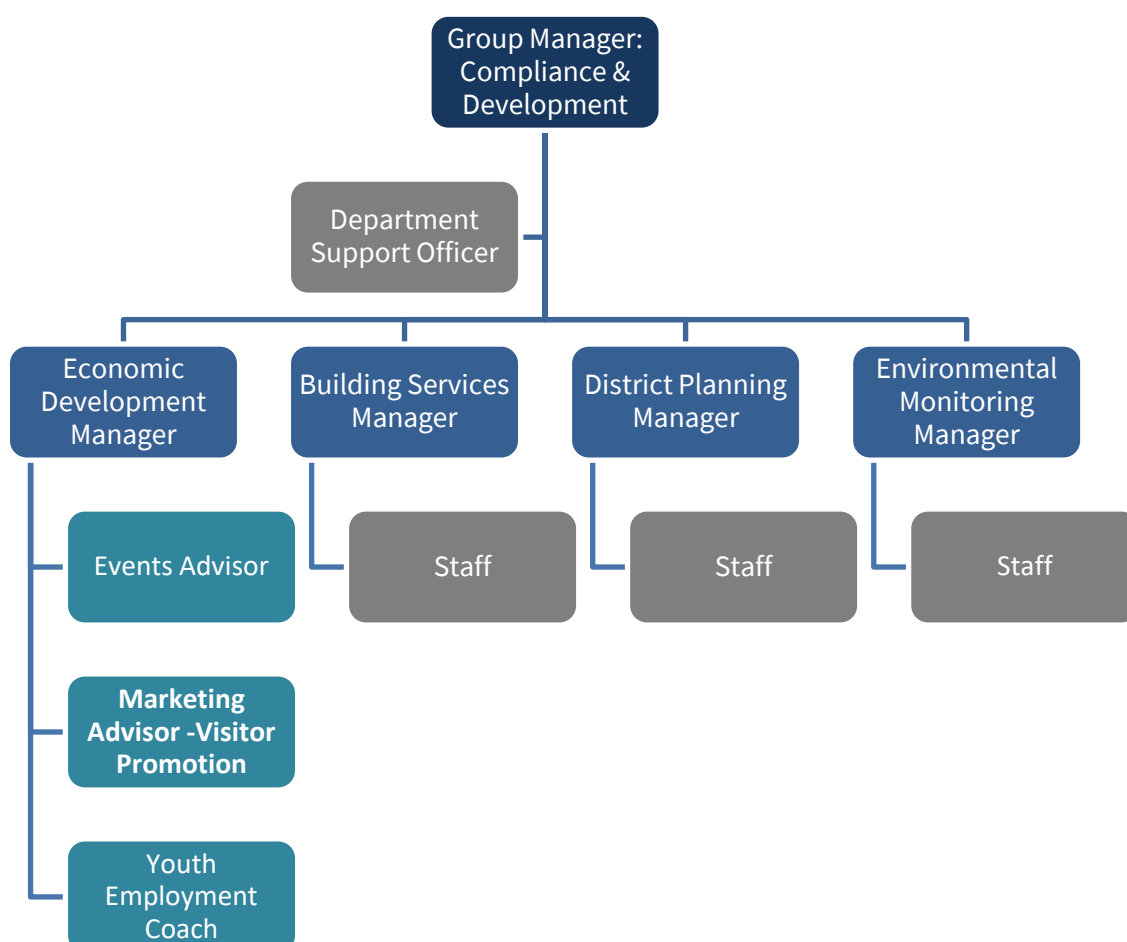
Position Description

Position Title:	Marketing Advisor - District Promotion
Reports To:	Economic Development Manager
Team:	Economic Development
Group:	Compliance & Development
Employment Type:	Permanent, Full time
Date Modified:	June 2025

Purpose

Promote Mid Canterbury as a desirable destination to visit by developing and implementing effective marketing and promotional strategies, building positive relationships with key stakeholders and tourism operators, resulting in increasing visitor numbers to the region.

Group Structure



our Purpose

Supporting our communities to thrive by working together to provide services and places for people to connect, grow, live, work and play.

our Values

Our Values describe how we are going to achieve our purpose and vision, and they underpin how we work; they support how we make decisions, how we treat each other and our communities, and how we behave everyday. They guide us all and they apply to everyone in our organisation, no matter where we work or what we do.



- ✓ Build trust by communicating openly and acting with integrity
- ✓ Apply a customer lens to everything we do
- ✓ Make responsible decisions by balancing different needs
- ✓ Plan for our future and think sustainably
- ✓ Take responsibility and "own" our roles



- ✓ Know our stuff and encourage knowledge sharing and professional growth
- ✓ Learn from our successes and mistakes
- ✓ Aim to improve and innovate by questioning the status quo & bringing ideas to life
- ✓ Focus on solutions
- ✓ Follow through with our commitments



- ✓ Collaborate and tackle challenges together
- ✓ Work with and for our communities
- ✓ Think about how our work impacts others
- ✓ Acknowledge and celebrate our achievements
- ✓ Value and encourage social connections



- ✓ Encourage diverse ideas
- ✓ Keep an open mind
- ✓ Have empathy for and support one another
- ✓ Care for the wellbeing and safety of ourselves and others
- ✓ Seek to understand what is important to others

Key Accountabilities

Visitor Promotion

- Develop and implement the visitor promotion component of the Ashburton Economic Development Strategy promoting the District as a key destination of choice for domestic and international visitors, and increasing visitor numbers.
- Develop an annual set of targets for the work programme over the coming financial year.
- Create and design tactical marketing campaigns, utilising practical and innovative marketing channels to target a variety of audiences.
- Ensure that all digital assets including the website and social media channels are regularly updated.
- Lead the execution of marketing campaigns, making recommendations and changes based on analysis and reporting.
- Monitor and evaluate the performance of tourism initiatives and campaigns, and using available data to refine and improve strategies and activities, feeding back results to local businesses and providing advice and tools for improvement.
- In conjunction with the Economic Development Manager, effectively manage budgets and resources to ensure that activities are delivered within agreed timelines and budgets. This includes preparing business cases, managing contracts, and negotiating with suppliers.

Research, Analysis and Reporting

- Conduct research and analysis to identify trends and opportunities in the tourism industry, identifying latest industry trends and best practices to ensure that your strategies and activities are innovative and effective.
- Contribute to reporting of activities for Ashburton District Council and the Methven Community Board as required.

Relationship Building

- Build and maintain relationships with key stakeholders such as tourism operators, accommodation providers, and industry associations, getting an understanding of their needs and to build collaborative partnerships.
- Provide advice and support to tourism operators and local businesses to help them improve their products and services. This may include providing training and education programs and providing advice on marketing and promotion.
- Manage contractors and relationships and ensure they deliver value to the overall Visitor Promotion activity.
- Identify and promote training and development opportunities to local businesses to help them improve their skills and knowledge. This can include training in areas such as customer service, digital marketing, and sustainability.
- Partner with stakeholders to identify and promote collaboration and networking opportunities including by attending conventions, conferences, and trade shows.

Corporate Contribution

- Contribute to and follow the organisation's governance, corporate plans, policies, projects, initiatives and strategies.
- Participate in performance development and assessment processes.
- Contribute to and follow health and safety policies and procedures, including accurate reporting.
- Ensure proper care and use of plant, vehicles and equipment.
- Assist in providing civil defence functions and / or maintain the provision of essential services in emergency management events.
- Undertake any other relevant duties, including attending out of hour's meetings as requested by your Manager or Group Manager.

Position Requirements

The below qualities, knowledge and skills are the key focus for this role and are used to assess an applicant's suitability for the role and the incumbent's performance in the role.

Personal Qualities

Conceptual and Analytical Ability

- Deals with concepts and complexity comfortably.
- Uses analytical and conceptual skills to reason through problems.
- Has creative ideas and can project how these can link to innovations.

Creativity and Innovation

- Draws on a range of information sources to identify new ways of doing things.
- Translates creative ideas into work process improvements.
- Reflects on experience and is open to new ways to improve processes.

Relationship Building

- Promotes understanding and compromise through diplomatic handling of conflict.
- Forges useful partnerships with people across business areas, functions and organisations.
- Builds trust through consistent actions, values, communication and minimising surprises.
- Can build effective relationships and have influence within all levels of the company.

Self Confidence

- Conveys confidence through body language and communication style.
- Listens and considers other points of view, trusting own ability to respond appropriately.
- Aware of how behaviour is interpreted by others, and modifies appropriately.

Knowledge and Skills

Communication Skills

- Demonstrated excellent written and verbal communications skills.
- Organises information in a logical sequence using content appropriate for the purpose and audience, obtaining feedback to ensure understanding.
- Ensures written communication contains the necessary information to achieve their purpose.

Consult and Advise

- Clarifies needs and expectations of roles, process and outcomes.
- Develops flexible and practical solutions or recommendations to complex problems.
- Communicates regularly with others providing advice in area of expertise.

Initiative and Enthusiasm

- Demonstrates enthusiasm, commitment and capacity for sustained effort and hard work.
- Demonstrates a proactive and self-starting approach.
- Sets high standards of performance for self and others, ensuring ownership of actions.

Strategic Planning

- Entertains wide-ranging possibilities in developing a vision for the future.
- Uses strategic relationships and knowledge to predict and prepare for the impact of events on the organisation.
- Translates strategic direction into day to day activities.

Specialist Expertise

A minimum of 4 years' experience in a generalist marketing role, ideally with some knowledge or experience in the Tourism sector.

Working knowledge of the Adobe Suite of products, a comprehensive understanding of digital tools required to best promote the District's online presence, such as SEO, GA4 and Meta business Suite

Other

Ability to work flexible hours (including nights/weekends) where necessary to meet the needs of the Council, Tourism Operators and local businesses.