

**POSITION TITLE:** Brand & Marketing Manager

**REPORTS TO:** Head of Marketing & Communications

**DIRECT REPORTS:** Membership Coordinator  
Marketing & Events Coordinator

**LOCATION:** Mechanics Bay, Auckland

**Position Description Date:** June 2021

**COASTGUARD VISION**

No boaties’ lives lost at sea.

**COASTGUARD MISSION**

Through leadership and innovation Coastguard will be the ‘go to’ people for marine safety, education and search & rescue services. Summed up as “Saving Lives at Sea”.

**ROLE PURPOSE**

Our Marketing and Communications team is responsible for creating and delivering external publicity of community and customer programmes, relevant products as well as engaging internal communications to our 2000+ volunteers. We are a national charity that is well funded, enabling us to deliver great work into every corner of Aotearoa.

The Brand and Marketing Manager will be responsible for the roll-out of our brand refresh; develop, implement and manage all requirements and budgets for integrated marketing plans; identify and use insights to inform effective outcomes; manage two direct reports; support delivering work that raises the profile and engages all New Zealanders with Coastguard.

This role requires a creative thinker with a flair for managing large budgets and complex production timelines. Experienced across all forms of marketing and communications, you’ll provide brand consistency across every touchpoint. For someone who gets excited by creative innovation, we can provide the opportunity to combine your digital, experiential, communication and marketing skills with your focus on efficient project management to make a real difference in Aotearoa.

Your strong ability to multi-task allows you to always be looking for new areas of brand promotion, and your interpersonal skills enable you to foster the delivery of brand consistency from your colleagues within their respective areas of fundraising, sponsorship, communications, and membership services.

<b>KEY ACCOUNTABILITIES</b>	<b>RESPONSIBILITIES</b>
<b>Marketing Calendar</b>	<ul style="list-style-type: none"> <li>• Ownership of all marketing campaigns</li> <li>• Develop integrated marketing plans that promote Coastguard and supports the requirements of the wider Communications and Marketing team</li> </ul>

	<ul style="list-style-type: none"> <li>• Establish and maintain effective relationships with external agencies, media buyers, creative production companies and other suppliers to support delivery of the marketing plan</li> <li>• Champion creativity through being the knowledgeable expert of marketing trends and innovation</li> <li>• Identify consumer trends, insights, opportunities and challenges and adjusting marketing plans accordingly to aide effective outcomes</li> </ul>
<b>Brand Custodian</b>	<ul style="list-style-type: none"> <li>• Manage the implementation of a brand re-refresh across all required touchpoints, both internally and externally</li> <li>• Identify opportunities and deliver associated requirements to increase the promotion and consistency of the brand</li> <li>• Enable and support your colleagues to become brand champions, providing brand consistency within their respective areas of expertise</li> <li>• Liaise with external stakeholders as required to protect and enhance the brand</li> <li>• Monitor use of brand across all digital and traditional channels</li> </ul>
<b>Marketing Implementation</b>	<ul style="list-style-type: none"> <li>• Manage the delivery and implementation of marketing material across all required channels, including membership partners</li> <li>• Continually seek and promote creative and innovative solutions that will enable effective and efficient delivery of the marketing plan</li> <li>• Champion best practise production within the organisation</li> </ul>
<b>Customer Experience</b>	<ul style="list-style-type: none"> <li>• Champion and centre the customer experience of Membership and the Coastguard app, bringing insights from the customer service team to drive improvements</li> <li>• Deliver engaging customer-facing events and experiences</li> <li>• Champion best practise customer service within the organisation, with an understanding of how customer service impacts brand perception</li> </ul>
<b>Budgets</b>	<ul style="list-style-type: none"> <li>• Manage the annual marketing budget</li> <li>• Compile and deliver financial reports in a timely manner</li> <li>• Fiscal negotiations with external suppliers</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Champion creative innovation and change management within the organisation</li> <li>• Manage direct reports, creating opportunities and developing careers</li> <li>• Support implementation of effective membership services and customer service</li> <li>• Ensure internal, customer-facing and volunteer events reflect and elevate the Coastguard brand</li> </ul>
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>• Collaborate with the Marketing and Communications Team and other business units across the organisation to ensure communication and marketing campaigns are integrated and targeted</li> <li>• Support the Head of Marketing &amp; Communications on special projects as required.</li> </ul>

## Competencies, Skills and Experience

- A tertiary qualification in Marketing, Design or Communications or equivalent work experience
- Demonstrable experience in managing the creation and delivery of integrated marketing campaigns that have engaged people across Aotearoa
- Outstanding knowledge of production requirements across digital, experiential and traditional media
- Working knowledge of event management and membership/loyalty programmes and systems
- Knowledge and expertise in Microsoft Office products, in particular Teams
- Results-driven work ethic
- Excellent time management skills and the ability to manage a number of tasks effectively
- Enthusiasm for promoting on-water safety in Aotearoa
- Possessing initiative, and the ability to work with a minimum of supervision
- Excellent interpersonal skills and ability to build productive working relationships internally and externally
- Maturity, sound judgement, and ability to take a strategic overview
- Ability to play a key role in a team charged with delivering change and an ambitious strategy across the organisation.