



Job Description

Position title	Marketing Executive
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NZSO Vision, Mission & Values

Vision

Providing world class musical experiences that inspire all New Zealanders.

achieved by

Mission

Deepening and expanding musical connections and engagement with our communities.

through

A national fulltime full size symphony orchestra,

which

- Performs to an international standard

is

- Excellent in performance

has

- Relevant and engaging programming,
- Reaches large and diverse audiences

and asserts

- Musical and artistic leadership.

A symphony orchestra which has

- Best practice operations, a shared & productive organisational culture, sustainable management of all resources, and, excellent systems and processes.

Values

What we do	We value excellent engagement	We identify strongly with one another and with New Zealanders.
		We ensure that our work is relevant to our audiences.
		We communicate openly and honestly with one another & with NZers
How we do it	We value creative excellence	We are passionate about our music and strive to share it widely.
		We are innovative and creative in all aspects of our activities.
		We are inspired to be excellent in all our performances.
How we behave	We value excellent relationships	We always act with fairness, honesty and transparency.
		We trust, respect, acknowledge and support each other.
		We always act with integrity

Purpose of Role

The Marketing team is focused on increasing the profile and patronage of the New Zealand Symphony Orchestra and engaging a greater and more diverse range of audiences through the delivery of targeted and integrated marketing activities through traditional and digital channels.

The primary purpose of the role is to assist the Marketing Manager in the implementation of the marketing plan through campaigns and the development of an on-line strategy.

Accountabilities: -

- Assist the Marketing Manager with the implementation of marketing campaigns around concert series and projects
- Manage the production processes for all marketing collateral
- Develop advertising and other promotional tactics, including media scheduling, cooperative advertising and promotions
- Implement short-term and long-term digital plans in response to the NZSO's marketing strategy
- Assist the Marketing Manager with costing activities and monitoring budgets,, ensuring all draft budgets are approved and adhered to and that all costs are recorded in the NZSO's budget information and control systems
- Ensure all marketing collateral conforms to NZSO brand guidelines

Technical Specifications

Responsible to:

Marketing Manager

Location:

Wellington

Team:

Marketing and Development Team

Working relationships:

Members of the Marketing team

Development and Artistic teams and NZSO staff

Members of the Orchestra

Suppliers including: Design agencies, Media agencies and buyers, Advertising media and promotional outlets including ticketing agencies

Other cultural sector organisations

Regional Representatives

Student Representatives

Terms and conditions of employment:

Refer individual employment agreement

Key Functions

There are five key functions for the role of Marketing Executive. These are set out in the following section together with associated performance criteria.

- 1 Marketing Processes
- 2 Promotional and Advertising activity
- 3 Design and Print Management
- 4 Media Scheduling and Distribution Management
- 5 Team Membership

Key Functions for the Marketing Executive**Marketing Processes****Strategic framework**

1. Assist with the development and implementation of retail marketing campaigns for all concert series; seek approval from the Marketing Manager before implementation
2. Assist the Marketing Manager in identifying strategic opportunities to further positive retail and brand outcomes for the NZSO

Costing and budgeting

1. Assist in the development of the annual budget
2. Work with suppliers and agencies to ensure that expenditure is maintained throughout the production process
3. Ensure that all costs are recorded in the Orchestra's budget management systems

Production processes

1. Ensure that production process timelines are met
2. Ensure that brand standards are met
3. Ensure that all materials are proofed by relevant stakeholders for accuracy and appropriateness, and signed off
4. Ensure that necessary sponsor and other stakeholder approvals are sought and obtained as required
5. Ensure that base materials are supplied to agencies as required and that delivery timelines are met

Internal processes

1. Ensure that campaign data is captured and post-analysis is undertaken
2. Devise and ensure members of the marketing team are briefed on production timelines and delivery timelines ahead of seasons
3. Monitor and advise marketing team of post-campaign effectiveness
4. Monitor and report on the production progress of all marketing activities

5. Work with members of the marketing team to identify opportunities to improve internal and external processes and the cost-effectiveness of activities
6. Assist other departments in their application of the NZSO's visual identity and brand guidelines
7. Ensure timely delivery of collateral for the local NZSO representatives.
8. Assist in the Front of House process.
9. Chair weekly marketing team meeting when Marketing Manager is absent

Performance Criteria

- Active participation in the development of the annual marketing plan
- Campaigns are planned, accurately budgeted, fall within the overall marketing budget and are signed-off by the Head of Marketing and Development (or other department head as appropriate)
- Production and internal processes are carried out.
- Regular reports (including budget, work-in-progress updates and post-campaign analysis) are presented to the Marketing and Development team

Promotional and Advertising Activity

Website and Online Marketing Management

1. Working with the Head of Marketing and Development and Marketing Manager, maintain the NZSO website, including the updating of content, navigation and design changes and improvements in functionality, and analysis and interpretation of analytics data.
2. With the Marketing Manager develop and implement an on-line strategy that identifies opportunities to extend NZSO marketing activities on-line and develop new audiences, including the use of social networks, digital content, rich media websites and traditional on-line advertising outlets.
3. Assist in the development of the NZSO's digital communications to its customer base, including eDM's, E-notes, special offers, promotional activity on behalf of sponsors and other digital advertising opportunities that may be available.
4. Coordinate community engagement and content marketing through e-marketing and social media forums
5. Assist in the migration of customer communications to low-cost on-line options, as customer needs and readiness are identified
6. With the Marketing Manager and Publicist manage the NZSO social media presence including but not limited to Facebook, Instagram, Youtube and Twitter, including scheduling, development of content and maintaining a strong and engaging presence.
7. Assist the wider Marketing and Development team with the creation and management of customer experience and event activity to support concerts and season launches.

Performance Criteria:

- Tactical plans are developed within agreed timeframes and budgets, with appropriate input from all team members. Plans contain projected costs and are signed-off by the Marketing Manager
- Campaigns are analysed for effectiveness

- Website is maintained, content is correct and functions are always working. Web analytics are monitored, analysed and communicated. Opportunities for website enhancements are identified
- Additional on-line opportunities are identified and realised

Design, Print and Mailout Management

1. Manage the production processes for marketing collateral and concert programmes, including quoting, ensuring the accuracy and relevance of materials produced and final delivery and distribution. Liaise with external agencies as required.
2. Work with design agencies to ensure the NZSO's visual identity is maintained and imagery and presentation is appropriate to NZSO positioning at all times.
3. Where required, work with internal departments to manage customer mailout campaigns to support concert and season activity. Activities include, but are not limited to data selection, creating mail matrix, fulfillment cost estimates and postage costs.

Performance Criteria

- Publications meet the highest standard and are consistent with the NZSO's brand positioning and visual identity and are delivered on-time and within budget.
- Co-operation with team members and effective liaison with other departments and outside agencies is achieved.
- Delegated responsibilities are achieved to the appropriate standard and within agreed time frames.
- Print advertising material is produced on time, proofed, printed, and its appearance monitored either personally or through NZSO representatives.
- Relationships with outside agencies are well established and productive.
- Budgets are created and signed-off by the Marketing Manager or relevant Department Heads.

Media Scheduling and Distribution Management

1. Assist the Marketing Manager with the development of advertising schedules and where delegated manage the briefing process with appointed agencies
2. Assist with the identification of new advertising outlets and techniques and assist in purchasing, testing and analysis of those opportunities
3. Assist the Marketing Manager with the development of tactical plans that ensure that NZSO retail and brand awareness campaigns have the highest return on investment

Performance Criteria:

- Campaign timelines are communicated throughout the Marketing team
- Print and point-of-sale materials are distributed and displayed accurately and timelines are met
- Relationships with outside agencies are well established and productive
- All material is distributed on time to its correct destinations and monitored
- Budgets are created, monitored, and reported back to the Head of Marketing and Development

Team Membership

- 1 Participate and work co-operatively as a team member of the Marketing and Development Department.
- 2 Participate in planning, decision making and implementation of new projects.
- 3 Contribute to generating the deepest understanding of the NZSO's marketing objectives
- 4 Assisting others to problem solve and meet their performance objectives

Performance Criteria:

- Proactive participation in the team is demonstrated.
- Positive collaboration in team activities and projects observed.
- Contribution to and participation in all relevant meetings and activities.
- Shared commitment to the high performance of other team members in achieving the NZSO's marketing objectives.



person specification

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Skills

The ability to:

- Analyse, write reports and present
- Work independently
- Self-organise and manage
- Organise work, manage pressure and meet deadlines
- Give attention to accuracy and detail
- Demonstrate foresight and judgement
- Collect, analyse and process information
- Communicate well verbally and in writing
- Develop and maintain relationships
- Make positive contributions to team dynamics
- Communicate constructively, active listening and a positive approach to problem solving
- Public relations experience

Technical/Professional Knowledge

To have knowledge and understanding of:

- Sales, promotions and direct marketing techniques
- Development and implementation of on-line strategies
- Project management
- Event Marketing
- Creative flair
- Indesign and Photoshop, as well as image manipulation for the web, knowledge and technical competence
- Video production/editing
- Design/print/production processes
- Budget management
- Using content management systems
- Formal and informal reporting techniques
- Establishing business cases
- Market research techniques
- Strategic and tactical planning processes
- Classical music

To have demonstrated expertise and understanding of:

- Advertising techniques
- Marketing theory and practice
- Sales, promotions and direct marketing
- Competence in content marketing strategy
- Knowledge in the design/print/production area
- Competence with Microsoft office packages (word, excel and power point)
- Competence in budgeting

Personal Attributes

- Commitment to the ideals of the NZSO
- Gain intrinsic reward from employment at the NZSO
- Creative flair
- Enthusiasm and resilience
- Seek responsibility
- Tenacity
- Exercise sensitivity and appropriateness
- Organise and formalise, implement and adapt routines
- Place demonstrable personal belief in the value of classical music
- Willingness to travel and to attend after hours functions, including concerts as part of regular employment

Qualifications

- Marketing, communications and/or design qualification at tertiary level
- Marketing knowledge and at least 3-4 years experience in a similar position or at a similar agency.

Craig Child, Marketing Manager

Date

New Zealand Symphony Orchestra