

## POSITION DESCRIPTION

**Position:** Marketing Coordinator

**Team:** Te Whare Toi o Heretaunga Hastings Art Gallery

**Group:** Community Wellbeing & Services

**Responsible To:** Hastings Art Gallery Director

**Responsible For:** Nil

**Organisational Context:**



# Tirohanga Whānui - Council's Vision for the Community

Heretaunga Whenua Houkura, Heretaunga Hapori Ora

Fertile Land, Prosperous People

## Kaupapa Mātāmua - Our Organisational Mission

E mahi ngātahi ana hei painga mō te iwi me te kāinga, i tēnei rā, āpōpō hoki

Working for our people and our place, today and tomorrow

## Ngā Uara – Our Values

### Te Mahi Tahi - Working Together

- We work collaboratively
- We are flexible and creative
- We celebrate our successes and have fun

### Mana Tangata - Respecting Others

- We are inclusive
- We are honest and reliable
- We act with integrity and professionalism

### Te Whakaaweawe - Making a Difference

- We strive for excellence
- We are all accountable
- We serve our community with pride

### Oranga Tangata - Supporting Wellbeing

- We encourage life balance
- We care for our work whanau
- We bring a positive attitude

## Working effectively with Māori

Hastings District Council aspires to a kaitiakitanga conducted in good faith at all times with respect to the aspirations and expectations of Maori. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

## Context

Our vision for the Hastings District represents the foundations of our community: land and people. We are focused on protecting and enhancing our fertile land and the life-giving waters which support it, and helping the people of this place to fulfil their aspirations and prosper together.

Across the local government Community Wellbeings, we are seeking:

- Economic - a sufficient and supportive economy
- Environmental - a healthy environment and people
- Social – a safe and inclusive place
- Cultural – a vibrant place to live, play and visit.

The Hastings District Council organisation emphasises capabilities such as working together, a can-do attitude, a spirit of service, enabling, community engagement and partnership

development alongside traditionally valued technical and management skills and capabilities. Excellence in performance from the organisation as a whole and from individuals is needed.

## **Purpose of Position**

**This role is part of the Community Wellbeing and Services Group. The Group includes Aquatics and Splash Planet, Hastings Sports Centre, Camberley Community Centre, Flaxmere Community Centre, Hastings District Libraries, Te Whare Waiaroha, Security, Senior Housing, Community Development, Youth Development, Community Safety, Welcoming Communities, Community Grants, Hastings Art Gallery and Toitohi Hawke's Bay Arts & Events Centre.**

The purpose of this position is to co-ordinate and deliver the Hastings Art Gallery marketing plans and digital marketing strategy. The Marketing Co-ordinator will liaise and build relationships with internal and external clients and stakeholders to ensure all Art Gallery activities are marketed accurately and effectively.

### **This can be achieved by:**

- Implementation of marketing and digital marketing plans
- External communications
- Whakawhanaungatanga – relationship building
- Regular reporting
- Brand awareness and implementation

### **Other**

- We all have responsibility for Health and Safety, therefore the staff member in this role shall:
  - Ensure compliance with the provisions of the Health and Safety at Work Act 2015, and all applicable regulations, Codes of Practice, standards and guidelines.
  - Observe all occupational safety and health policies, procedures and rules stated by Council which are pertinent to the duties carried out by the officer in this position and in all operational areas of the organisation.
  - Promptly and accurately report and record any workplace injuries and incidents.
- Civil Defence and Incident & Emergency activities as required. Local government is responsible for looking after communities in the event of a Civil Defence situation. This means that once you have ensured the safety of your family and property, you may need to assist with civil defence or critical incident management.
- Council has an Employee Handbook which includes a Code of Conduct – staff are expected to comply, along with all other organisational policies and procedures.
- Such other duties as may be allocated by the manager from time to time.

**Key work areas for which this position will have a lead responsibility are:**

## Implementation of Marketing and Digital Marketing plans

- Liaise with the Director and Manager Audience and Learning Hastings Art Gallery to implement the most appropriate marketing plans for exhibitions, events, education programmes in line with the Gallery's Audience Development Strategy.
- Implementation of the agreed marketing plans across a broad range of media, to maximise visitor attendance for exhibitions, programmes and activities.
- Implementing a digital marketing plan to maximise reach and engagement through regularly updating and maintaining the Art Gallery digital marketing channels, including but not limited to websites, EDMs, and other digital marketing channels.
- Manage the Gallery's social media platforms
- Coordination of photography, video and other digital content.
- Booking advertising, as and where needed, to ensure effective delivery of marketing plans.
- Copywriting and editing text for marketing across a range of broad media, as needed.
- Provide any other additional marketing support to the Hastings District Council Arts & Culture facilities as required.

## External Communications

- Regularly utilising communications tools to connect with external stakeholders and audiences, growing engagement with the Art Gallery's brand/s and facilities.

## Whakawhanaungatanga – relationship building

- Building and developing strong positive relationships with clients across the organisation and external stakeholders and clients.
- Maintaining strong relationships with print and advertising partners.
- Maintaining and strengthening Art Gallery's overall brand through all media avenues, ensuring all activities align with the HDC organisation's brand strategies.

## Regular reporting

- Regular tracking and reporting of marketing and online activities.

## Important Functional Relationships

### External

Design and print partners  
Advertising suppliers  
Artists and other Galleries  
Museum and Gallery sector  
Community organisations  
Ratepayers/public

### Internal

Gallery team  
Toitoti team  
HDC Marketing &  
Communications team  
Council officers

### Committees/Groups

Kahungunu Iwi  
Ngā Toi Hawkes Bay  
EIT Te Pukenga  
Toimairangi Māori Visual Arts  
Arts Inc Heretaunga

## Person Specification

### Qualifications

- Tertiary level marketing or communications qualification or equivalent experience working

in an arts marketing role.

### **Knowledge/Experience**

- Experience implementing high-quality marketing and communications plans
- Excellent, demonstrated written, oral, interpersonal, and communication skills
- Proficient in Microsoft Office and Adobe Suite
- Experience in analysing and presenting information in a meaningful way
- Experience in a service-focussed organisation
- Good digital and social media understanding
- Hands-on practitioner
- Experience in the visual arts, museums or arts marketing industries preferred, though not essential
- Study or competency in te reo Māori an advantage

### **Key Personal Competencies**

- Committed to honouring Te Tiriti o Waitangi, alongside understanding of (or willingness to learn) tikanga Māori
- Detail-oriented with superb organisational skills
- Self-starting problem-solver, focused on solutions
- Teamwork/collaboration
- Able to perform effectively in a fast-paced environment with a high level of creativity and autonomy

### **Personal Attributes**

- Collaborative
- Decisive
- Engaging
- Compassionate
- Focused
- Sense of humour