



# Marketing Strategist

## Job Description

*Mō te ao, mō te whānau, mō tatou katoa – For the world, for our families, for all of us*

### **Kaipātiki Project**

Kaipātiki Project is one of Auckland's leading community environment organisations, delivering restoration and sustainability programmes, focusing on Auckland's North. Our approach empowers communities to regenerate our local environments, and the planet, through providing knowledge, skills and tailored support.

### **Purpose of the Position**

The Marketing Strategist takes our ideas and aspirations and translates them into clear, targeted messages and campaigns. The Marketing Strategist focuses on the needs of priority external audiences; these needs should be met through the marketing mix- products or services offered, and the pricing and channels or places chosen to engage with audiences about those products or services (eg online or physical). The Marketing Strategist will also need to champion that all decisions made enhance the agreed Brand, and provide clarity on who the priority audiences are affected by the organisation's decisions.

As a volunteer organisation, Kaipātiki Project is seeking a more volunteer-oriented approach in its marketing delivery. These are tactical pieces of work that can be time-consuming to execute; there is a repeating function to them, so once a volunteer/intern is recruited and trained, the investment in time is rewarded repeatedly. This position will be responsible for identifying these volunteer opportunities and overseeing their delivery. As the volunteer programme gets established, this will allow the Strategist to work at a higher, more strategic level.

### **Responsible to**

Manager, Kaipātiki Project

### **Term**

Permanent, part-time

### **Direct Reports**

Digital Marketing Assistant  
Marketing volunteers

### **Key Relationships**

#### **Internal**

Core Strategic Team (Manager, Operations, Grants & Impact)  
Core Delivery Team (Restoration Activator- Kaiwhakahaere Taiao, Restoration Nursery, Community Activator - Kaitakawaenga Hāporti)  
Events Staff & Contractors  
Members  
Interns, Volunteers and volunteer organisations eg The Community Comms Collective  
Chairperson and Board members

**External**

Contractors/suppliers (eg designers, signage, printers)  
 Auckland Council staff and elected members  
 Local community organisations and partners  
 Enviro-Hubs Aotearoa (EHA) and enviro networks  
 Sponsors & Donors

**Responsibilities of the position****Marketing Strategy**

- Marketing strategies and plans –develop, implement and evaluate marketing strategies that achieve success for the Kaipatiki Project brand, its services, facilities and products
  - Lead a project to further develop the target audience list created in late 2018 into a more comprehensively mapped stakeholder summary. Prioritise and clarify promotional strategy for each audience
- Support projects and team members as required with strategic marketing advice
- Plan and manage marketing budget
- Lead compilation and design of the annual report and other publications

**Digital Marketing & Email Marketing**

- Manage the development and delivery of a digital & email marketing plan including:
  - What should happen online? What is the role of the physical centre(s) in brand positioning, relationships and sales?
  - What are the objectives, themes and social channels for each?
  - Where should we be present online for search and for credibility / visibility, and third-party content opportunities?
  - Leading the development of a social media calendar
  - Develop Blog content for website
- Work with the Digital Marketing Assistant to have this implemented
- Develop database segmentation for effective engagement with stakeholders

**Branding**

- Be the champion of ensuring Kaipātiki Project is clear, relevant and emotionally connected to its target audiences, to deliver the organisation’s goals
- Lead ongoing commitment from the whole team to the tagline ‘Share in nature’s revival’ and the brand emotional attributes, personality and voice (tone and manner) agreed by the team December 2018
- Ensure representation of these in all public and audience touch points
- Maintain brand integrity across all activities and relationships
- Consider events- Which, where, and how best to use?
- Develop templates to ensure quality control of brand and presentation, upskilling team members in their use

**Public Relations**

- Create opportunities to share our story with media, stakeholders and public
- Identify opportunities to work with journalists to tell the story of nature’s revival and of people’s role in it
- Identify how Kaipātiki Project’s mana, experience and knowledge be used to tell inspiring stories to wider audiences, both local regional and national
- Ensure all materials are updated over time to reflect the brand emotional attributes, personality and key messages

**Fundraising, membership and sponsorship**

- Lead development of strategies for increasing membership, developing donor streams from supporters and securing corporate / local business sponsorship or other revenue

- Translate strategies into operational plans and lead execution

#### **Optimise use of Data for Marketing & Reporting**

- Design and implement a system to measure marketing effectiveness, including website content
- Maintain a publicity log and any necessary records/stats.
- Write a quarterly report outlining progress, issues & upcoming tasks.
- Contribute to the development of strategic & operational planning
- Apply data and insights to help grow the capacity of the organisation

#### **Relationship Management**

- Work pro-actively with the team and key partners, anticipating and jointly solving issues to maintain healthy relationships
- Identify opportunities for collaboration, partnerships, projects, programmes and contracts

#### **Organisation responsibilities**

- Assist in the broader aims of the organisation as required
- Ensure Kaipātiki Project policies and procedures are followed in work activities, and be actively involved in seeking continuous improvement of those policies and procedures
- Ensure all accidents, incidents and near misses are reported in accordance with Kaipātiki Project policies and procedures and the relevant legislation
- Observe and enforce the relevant legislation, guidelines, standards and codes of practice
- Comply with Kaipātiki Project code of conduct, policy, systems and procedural requirements

#### **Skills & Attributes**

##### **Essential**

High proficiency in marketing strategy, planning and implementation

Excellent written English language skills

Ability to write for wide range of reports, newsletters, email communications

Confidence with Facebook, Instagram and other social media platforms

Experience in managing a website, including content generation

Proof-reading and an eye for accuracy

Flair for connecting with people from all types of backgrounds

Ability to use testimonies and visual media to tell the story of an organisation

Strong relationship management skills

Passion for sustainability and restoring the environment

Highly organised and able to juggle multiple priorities

A self-starter and supportive team-player

Ability to contribute ideas and think outside the box

Possess creative approaches to marketing on a shoestring

Have a no-fuss approach to getting the job done

Willingness to learn and share skills

##### **Desirable**

Knowledge and experience of print-buying & working with design professionals

Ability to deal tactfully with media enquiries and requests for information

Event management experience

Understanding of the value of impact measurement in the community sector