

## Role Description

Role Details	
Title	Brand and Marketing Advisor
Manager Title	Team Lead, Brand and Marketing
Directorate and Group	Strategic Communications and Engagement; Public Affairs
Band	E
Date	September 2023
Approved By	Strategic Communications and Engagement

### Public Service

Ka mahitahi mātou o te ratonga tūmatanui hei painga mō ngā tāngata o Aotearoa

I āianeī, ā, hei ngā rā ki tua hoki, he kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a Ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

### About DOC

The Department of Conservation *Te Papa Atawhai* (DOC) protects and sustains nature for current and future generations. Our purpose is to ensure that Papatūānuku thrives. We do this by:

- Protecting land, species, ecosystems, and cultural heritage for conservation purposes
- Managing threats and adverse impacts
- Being a voice for conservation
- Connecting people to nature

All New Zealanders have a role in keeping nature healthy. We partner with whānau, hapū and iwi and collaborate with commercial partners, NGOs, volunteers, and government agencies to improve conservation outcomes.

## Role purpose

The purpose of this role is to deliver marketing programmes for conservation outcomes, provide marketing advice across the organisation, maintain the integrity and performance of the DOC brand.

## Key working relationships

Internal	External
Peers and colleagues Operations staff and managers Heritage and Visitor staff Biodiversity staff	Regional Tourism Organisations, Tourism New Zealand, Fire and Emergency NZ, Mountain Safety Council, Land Safety Forum  Whānau, hapū and iwi  National partners

## General

Employees are required to respond to DOC's changing needs, performing other tasks as reasonably required.

DOC may make reasonable changes to the role in consultation with the role holder.

You are required to maintain a strict sense of personal ethics, maintain confidentiality and privacy, and abide by DOC's Code of Conduct.

## Accountabilities

Accountability	This includes....
Marketing	Deliver marketing programmes to raise awareness of key issues and change behaviour  Use research and consumer insights to contribute to effective planning and implementation to attract new audiences for conservation  Develop new ways of implementing cost effective marketing and communication solutions that meet customer needs  Provide marketing advice to teams considering marketing programmes  Work collaboratively with brand, creative services, communications and Operations teams to ensure buy-in to messaging and campaign approach  Advise, support and report to the Manager on matters and issues affecting marketing and brand communications
Brand	Support the delivery of DOC's brand strategy  Work to maintain the integrity and performance of the DOC brand by upholding the brand guidelines and supporting others to do the same  Ensure brand guidelines and resources are accessible and communicated  Provide brand advice to internal and external stakeholders



Accountability	This includes...
Projects, development and research	<p>Deliver brand- and marketing-related projects</p> <p>Support and use brand and marketing research in projects and marketing activities</p>
Build and maintain effective stakeholder and customer relationships	<p>Working collaboratively with teams across DOC and contributing effectively to cross-functional teams</p> <p>Building and maintaining effective relationships with key individuals and groups from relevant sectors and organisations</p> <p>Representing DOC and coordinate cross-agency initiatives within area of responsibility</p>
Work management and delivery	<p>Delivering on tasks as set out in work plans, performance expectations, and task assignments</p> <p>Identifying critical issues and risks and ensure they are constructively raised and addressed</p> <p>Managing knowledge and information to ensure it is secure, current, and appropriate access protocols are applied</p> <p>Taking all practical steps to ensure your own safety and the safety of others in the workplace</p>

## Capability

Capabilities Required	
Specialist skills, knowledge, and qualifications	<p>Skilled in delivering brand and marketing activity, such as multi-channel campaigns</p> <p>Understanding and experience in behaviour change marketing</p> <p>Understanding of marketing and communications techniques, concepts, theoretical principles, and reporting practices equivalent to degree level and ability to apply in a variety of situations</p> <p>Able to support brand systems and brand management</p> <p>Able to use research in brand and marketing projects</p> <p>Customer focused, solutions and results driven</p> <p>Excellent writing, editing and oral communication skills</p> <p>Ability to analyse complex information from a variety of sources to identify risks and opportunities</p> <p>Ability to organise time and meet timeframes</p> <p>A broad understanding of conservation management and how it contributes to New Zealand's sustainability</p>



Capabilities Required	
	Understanding of the principles of the Treaty of Waitangi and a knowledge of tikanga Māori and Te Reo Understanding of Government processes and procedures desirable
Collaboration, relationship building, communication and interpersonal skills	Ability to develop and maintain strong relationships Interacts productively with a wide range of people Recognises importance of seeking and considering other perspectives Works effectively with peers to solve problems, gains trust easily and provides support Demonstrates and fosters collaboration across teams
Organisation contribution	Provides considered feedback and input to decision making Identifies and suggests opportunities to do things differently Proactively seeks to understand organisational or wider context of own role
Delivering results	Plans and organises work to deliver on objectives High personal and professional standards and accuracy
Treaty Partnership	Understands where the Māori Crown relationship is important to DOC Able to use day-to-day te reo and tikanga at work, e.g. waiata and pepeha Knows to seek advice or support when required

You are required to comply with the standard operating requirements of DOC, i.e., you must comply with the financial, health and safety, legal, people and other delegations set out in Standard Operating Procedures, policies, and instructions (refer to the Intranet for further information).