



Job Description: Brand Executive

About Us

Wellington Regional Economic Development Agency is the capital's establishing economic development organisation. Its role is to drive economic and social benefit for Wellington. This position is with the arm of the organisation currently trading as Positively Wellington Tourism (PWT). PWT has a strong work culture of success and prides itself on fostering growth through empowerment and collaboration.

Purpose of Role:

Responsible for delivery of pan-economy PR & marketing activities, including media programme delivery, collateral, content and campaign development. Responsible for championing the Wellington Story and ensuring all organisational activities are undertaken within the Wellington brand framework.

Reports to:

Brand Manager

Direct reports:

Not applicable

INTERPERSONAL CONTACTS

Internal:

- Direct working relationship with the Brand Manager, Media Programme Manager, Communications Executive and marketing & communications staff across the organisation.
- Works closely with the Digital team, Campaign managers and marketing coordinators to ensure consistency with Wellington look and feel.
- Functional working relationships with all other staff.

External:

- A wide range of public, private and non-government organisations, businesses and individuals from across the Wellington economy, including Wellington City Council, business & tech sector, event organisers and promoters, media, NZTE, Tourism New Zealand and Ministry of Business, Innovation & Employment.

KEY RESULT AREAS

Specific projects and/or work programmes and performance standards will be developed from the annual business plan, discussed with the employee and set annually. It should be noted that this role may at times require the Brand Executive to work weekends and evenings for hosting purposes.

Storytelling & media relations

- Research compelling stories that showcase The Wellington Story, with a particular focus on business and talent attraction.
- Oversee media hosting and itinerary development, as well as day-to-day delivery of the Australia business media programme in collaboration with our in-market agency.
- Work with the Media Programme Manager to continually develop and integrate the Storytelling Strategy & Action Plan.

- Work alongside tech businesses and startups to unearth and tell their stories.
- Prepare and distribute media e-newsletters or releases.
- Develop strong relationships with lifestyle and business media.
- Build strong relationships with event organisers, venues and local businesses to identify and develop great content.
- Further the organisation's partnerships with national and local stakeholders.
- Assist with the maintenance and updating of media and editorial content on WellingtonNZ.com, along with relevant databases and filing systems.
- Be creative and proactive in sourcing opportunities to profile Wellington with media.
- Prepare and share regular media coverage reports.

Campaign & Project Management

- Work collaboratively with relevant marketing staff in development, planning, budgeting and monitoring marketing campaigns, with a particular focus on business, talent, student and investment attraction.
- Responsible for liaising with agencies, media buyers, creative production companies and other suppliers as required.
- Event management.
- Prepare and closely monitor relevant budgets (reporting any significant variances to the Brand Manager).
- Prepare campaign reports and analysis.
- Work collaboratively with the Digital Team in developing strategies to ensure the continuing success of WellingtonNZ.com as the digital 'front door' for Wellington.

Stakeholder Communications

- Work closely with other parts of WREDA to ensure coordinated planned and delivery of all communications.

Brand Guardian

- Oversee day-to-day brand guardianship and integration of Wellington Story with Wellington partners.
- Lead the evolution, development and distribution of Wellington collateral. This includes, but is not limited to: Visitors Guide, Map, promotional documents, Brand templates, bid document templates.

Other

- Providing administrative support for the Brand team as and when required.
- Undertake other projects as directed by the Brand Manager from time-to-time in consultation with the employee.
- The Brand Executive works in an efficient, small team environment and assists in all tasks including mail outs, answering incoming phone calls and general administration as required.
- Has a tertiary qualification with preference given to a qualification in a related discipline.

**SPECIFIC
TECHNICAL
SKILLS,**



QUALIFICATIONS & EXPERIENCE

- Strong demonstrable writing, researching and computer skills.
- Strong interpersonal and relationship skills.
- An ability to work under pressure and to a deadline.
- Has a passion for Wellington and its development.
- Has an extensive knowledge of the events, retail, food and beverage offering of Wellington city.
- Ability to manage multiple projects efficiently and to prioritise competing commitments.
- Creative and innovative, with a nose for a good story.
- Has a demonstrable and in-depth understanding of the New Zealand media landscape.

KEY COMPETENCIES & BEHAVIOURS

Communication

Communicates information clearly, adjusting the way they communicate to suit the intended audience.

- Uses a range of appropriate communication tools and methods to communicate effectively.
- Can write in a style that is grammatically correct, well organised and easily understood.
- Communicates technical information and/or complex information in an easy to understand manner.
- Uses appropriate listening techniques to show interest.
- Shares information willingly with others.

Relationship Management/ Customer focus

Proactively has an awareness of and acts to meet customer/client needs.

- Helpful and honest when dealing with clients.
- Provides clients with the appropriate levels of information in a timely fashion.
- Strives to be consistent in the way they deliver customer service
- Seeks opportunity to interact with clients.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
- Seeks feedback on quality of service.
- Understands the importance of partnerships with commercial and non-commercial operators and is confident in dealing with multi-partner projects.

Work Organisation

Effectively organises all aspects of work in order to achieve high quality and timely output.

- Plans work effectively in order to meet deadlines set by projects/managers or clients.
- Negotiates workload and priorities.
- Uses available resources and tools as appropriate (computers, things to do lists etc).
- Keeps manager informed of plans and actions.
- Addresses escalating or conflicting demands.
- Ordered and methodical in the way they approach their work.
- Has the ability to work under pressure and deliver quality work within short time frames.
- Is flexible enough to work in a rapidly changing environment.



- Is a strong multi-tasker who can manage multiple projects at one time without compromising work quality.

Initiative, Analysis & Problem Solving

Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.

- Takes ownership of problem and develops solutions.
- Uses a range of information gathering techniques to identify all relevant information.
- Considers potential implications of decision.
- Takes action.

Teamwork

Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.

- Is prepared to adhere to the organisational culture programme, *Wellington Inspired*, and associated values.
- Acknowledges the contribution of others and participates effectively in teams.
- Addresses the issue rather than the person.
- Always maintains effective working relationship despite any difficulties caused by conflicting roles or differing viewpoints. Will resolve differences of opinion by seeking mutually acceptable solutions.
- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- Seeks feedback from other team members.
- Is highly motivated and energetic and has “can do” attitude.
- Is able to work in teams from across the organisation, not just within their area of speciality.

Employee _____ Date _____

CEO _____ Date _____

