

COMMUNICATIONS AND MARKETING ADVISER

Accountable to:	GM Destination
Location:	New Plymouth, Taranaki
Date:	March 2025

1. The Organisation

Te Puna Umanga Venture Taranaki Trust (VT) is the regional development and promotion agency for Taranaki, encompassing a wide range of activities, spanning local and regional economic development and strategy, enterprise innovation and growth, regional promotion and marketing, sector development, and major event attraction. Venture Taranaki is a Council Controlled Organisation of the New Plymouth District Council and is governed by an independent Board of Trustees. At Te Puna Umanga Venture Taranaki we are committed to fulfilling our obligations under Te Tiriti o Waitangi.

The long-term impact that we are working towards is a Taranaki economy that helps enable the well-being of our people and our environment, underpinned by resilient enterprises, economies, and communities. We do this by:

- Promoting Taranaki as a great place to learn, live, work, play, visit and create
- Providing enterprise support and enablement
- Undertaking research and thought leadership
- Promoting investment in Taranaki.

Our work is also guided by **Tapuae Roa**, the Taranaki regional development strategy, and the recently refreshed Tapuae Roa Action Plan 2025/26. Strategic goals for the Māori community, Māori enterprise, and Taranaki Māori also guide our work.

2. Working for us

Venture Taranaki is a small, high-performing team widely acknowledged as making a significant difference to the Taranaki region through what we do and how we do it. We lead, enable and support ongoing innovation and improvement and have a strong focus on workplace cultures and behaviours that are consistent with our commitment to being a tangata Tiriti organisation, guided by the following Te Tiriti practices:

1. Kāwanatanga: Honourable governance
 - Our processes, actions and decision-making are informed and shaped by both tangata whenua and tangata Tiriti perspectives
 - We work in partnership with Māori organisations and enterprises
2. Tino Rangatiratanga – Māori self-determination/sovereignty
 - We support Māori led activities through sharing of resources and knowledge

3. Ōritetanga – Equity for Māori
 - Our decisions and activities ensure equitable outcomes for Māori
4. Wairuatanga – Upholding of belief systems
 - We value the presence of Māori worldviews (Te Ao Māori), cultural values and holistic wellbeing (Wairuatanga) within our work.

3. The Role

The Communications and Marketing Adviser role sits within the Destination team, as part of the Comms and marketing function, which is charged with proactively delivering VT’s communications strategies and activities across all channels and formats.

This is a tactical position that is focused on providing smart and sustainable communications support to enable the team and Venture Taranaki to meet its objectives. The Communications and Marketing Adviser will play a key role in the planning and delivery of a range of communications and marketing promotions activity to support all areas of the business to June 2026.

This includes support across social media and media activity, creating, reviewing, and editing written content for a range of channels and audiences, developing comms and marketing plans to support across organisational team functions, as well as externally funded projects, and looking for ways to streamline, improve and create comms and marketing efficiencies.

Team:	Destination
Reports to:	GM Destination
Direct reports:	None
Indirect reports:	None
Operating budget:	None
Delegated authority:	None
Stakeholders – internal:	<ul style="list-style-type: none"> • VT Board of Trustees • VT Senior Management Team • VT employees
Stakeholders – external:	<ul style="list-style-type: none"> • Creative and media agencies • Communications and marketing industry stakeholders • Media, editors, producers, and influencers • Major industry partners, including Tourism New Zealand, and Air New Zealand • Online communities and contacts • Suppliers and contractors as required • Central government agencies • Local government • Funders and enablers • Other stakeholders and partners as required

4. Responsibilities

Working across the organisation, the Communications and Marketing Adviser will be responsible for:

- The development of communications and marketing plans that support the organisation to achieve outcomes and KPIs.
- The execution and delivery of communications and marketing-based activities and initiatives, including campaign activity, and promotional partnerships.
- The development of written content for a wide range of channels and audiences.
- Supporting across all organisational-owned social media channels, including content development as required with support from the Digital Communications Adviser.
- Providing support to the Digital Communications and Marketing Adviser as required to maintain and update the Venture Taranaki, Taranaki Like No Other, and Taranaki Story websites.
- Distributing media releases and monitoring their uptake, with the support of the Communications and Marketing Manager.
- Creation and provision of content to third party websites and publications.
- Management of image/footage libraries, responding to image requests and the management copyright and licencing across BrandKit.
- Drafting and distribution of electronic newsletters and communications, as required.
- Contributing to the writing, editing, content and production of promotional material, as required.
- Ensuring Taranaki is always presented in a favourable light, and that all communications and marketing activity is within brand guidelines, and has been through the correct approval processes prior to distribution.
- Work as an active, collaborative, and engaged member of the Destination team, and wider VT team.

As a critical element in the successful delivery of all VT communications and marketing activity, you will be responsible for ensuring that all outgoing communications and marketing material fits within the organisation's brand standards, aligns with its messages and goals, and meets the needs of our target markets, customers and stakeholders.

5. Skills, Knowledge and Behaviours

Te Puna Umanga Venture Taranaki's core competencies below, outline the skills, knowledge and behaviours that are important to the organisation.

Competency

Means of achieving this

Relationship Management

- Builds positive working relationships, and collaborates with internal and external stakeholders in accordance with tangata Tiriti behaviours
- Works well as part of the VT whānau, and is supportive and respectful of cultural values and knowledge
- Consults and collaborates with others as appropriate
- Represents the values and aspirations of VT, as a tangata Tiriti organisation

Cultural Competency	<ul style="list-style-type: none"> • Demonstrates cultural and political awareness. • Demonstrates an understanding of, and commitment to VT's Te Tiriti partnerships strategy and Māori cultural competency framework
Communication	<ul style="list-style-type: none"> • Is confident communicating clearly and persuasively to a range of audiences • Employs the most appropriate method/medium of communication to reach the desired audience • Is able to communicate complex ideas and issues in a way that is easy to understand.
Problem-Solving	<ul style="list-style-type: none"> • Demonstrates a solutions-based approach to overcoming problems in a positive and constructive manner • Analyses relevant information in a rational manner to form evidence-based judgements • Demonstrates creativity and innovation when assessing problems and developing solutions.
Planning And Organisation	<ul style="list-style-type: none"> • Demonstrates effective project management skills • Demonstrates effective time management skills • Prioritises competing demands without compromising the quality of work delivered • Plans ahead and completes projects.
Strategic Thinking	<ul style="list-style-type: none"> • Demonstrates knowledge and understanding of the regional, national and international context VT operates within • Understands the strategic goals of VT and what these mean at an operational level • Proactively plans and takes appropriate action to achieve goals • Demonstrates an awareness of the political environment that VT operates within as a public service entity.
Innovation And Change	<ul style="list-style-type: none"> • Looks for opportunities to make improvements and add value • Works cooperatively with others to develop innovative solutions • Sees opportunities and responds positively to change • Is open to feedback and seeks out personal opportunities to learn and grow.

Health, Safety and Wellbeing

- Complies with the *Health & Safety at Work Act 2015* and VT's internal health and safety policies and procedures
- Takes reasonable care of own health and safety while at work
- Actively contributes to promoting a safe working environment.

6. Qualifications, Experience and Personal Attributes

- A tertiary qualification in communications, journalism, marketing, or equivalent experience.
- At least 3 years' experience within a communications or marketing or similar role.
- High level of computer literacy.
- Advanced written communication skills.
- Strong project and process management skills.
- Knowledge of marketing best practice, with the ability to critically analyse campaign activity, make marketing recommendations, and progress these through to execution and review.
- An understanding of media processes and practices.
- Ability to create, critically review, and edit compelling copy.
- Ability to identify and seize opportunities to gain positive media exposure.
- Ability to adapt complex information for a range of different audiences.
- Commitment to ongoing learning and observation within the relevant disciplines.
- Ability to juggle a varied and deadline driven workload.
- The ability to work collaboratively with diverse partners and stakeholders, and to build effective, enduring relationships.