

DIGITAL 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 practises:

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 Digital Communications and Marketing Adviser position sits within Venture Taranaki’s Destination team, which is charged with encouraging regional attraction, including visitor, investment, and talent through regional promotions, communications, and various other strategic focus areas, including events, film, and sector development, to support a vibrant, prosperous economy.

Specifically, this tactical position sits within the Communications and Marketing team and is focused on providing smart and sustainable communications and marketing services, predominantly in the digital environment, to grow audiences, stimulate awareness and engagement, and build the profile of VT and the region – until July 2026.

The Digital Communications and Marketing Adviser will have specific responsibility for maintaining and developing the online presence of both Venture Taranaki and the Taranaki Like No Other regional brand, through a range of social media channels, and VT’s comprehensive Taranaki.co.nz and Venture.org.nz website.

The position will also contribute to VT’s overall content creation activities across written, photographic, and video formats and contribute to marketing campaigns that utilise digital channels. This position will assist in the development, provision and monitoring of varied print and electronic communications and marketing material, and creatively contribute to idea generation and strategy development across all aspects of the communications and marketing spectrum.

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"> • Venture Taranaki clients • Marketing and communications agencies and service providers • Suppliers and contractors as required

4. Responsibilities

- Planning and delivery of digital marketing campaigns, activities, and promotions, including promotion of Major Events
- Development and maintenance of all Venture Taranaki owned social media channels including both the Venture Taranaki, and Taranaki – Like No Other brands.
- Digital support as required with external businesses to support website listing and content updates, ensuring all content is true and correct
- Content production across multiple formats for social media channels and the VT website
- Maintenance of the VT website Taranaki.co.nz and Venture.org.nz, including the management of web improvements and developments as directed through our web developer
- Undertake digital reporting across web (GA4) and social, ensuring reports are circulate to key stakeholders and leadership in a timely fashion to support decision making
- Creation and management of Google AdWords and AdWords campaigns
- Management of image and content libraries, responding to content requests as required, and managing image and content copyright
- Schedule and develop electronic newsletters and communication
- Contribute to the writing, editing, content and production of promotional material
- Maintenance and management of our Digital Asset Management (DAM) tool 'Brand Kit'
- Ensure Taranaki is presented in a favourable light at all times
- Attend events as required, including VT and partner functions, and meetings to capture content and/or represent VT.

As a critical component in the implementation of VT's communications and marketing strategies, you will be responsible for ensuring that all outgoing communications and marketing material fits within the organisation's brand standards, aligns with 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
- Demonstrates cultural and political awareness.

- Cultural Competency**
- Demonstrates an understanding of, and commitment to VT's Te Tiriti partnerships strategy and Māori cultural competency framework
- Communication**
- 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**
- 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**
- 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**
- 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**
- 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	<ul style="list-style-type: none"> • Complies with the <i>Health & Safety at Work Act 2015</i> 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.
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6. Qualifications, Experience and Personal Attributes

- Ideally a tertiary qualification in communications or marketing or an equivalent
- At least 3 years' experience within a digital marketing role
- Proven experience using diverse digital and social channels (including LinkedIn, Facebook, Instagram, Tik Tok, YouTube) and delivering digital marketing activity to target key audiences
- Previous experience with SEO/SEM, and the ability to apply this across digital platforms
- Strong analytical and reporting skills, including knowledge of GA4, and the ability to translate data and analytics into insights to inform decision making
- Past experience managing a large and complex website, as well as a DAM
- Knowledge and demonstrable experience in effective digital content creation
- Ability to adapt complex information for a range of different audiences
- Advanced computer literacy and written communication skills
- Commitment to ongoing learning and observation within the relevant disciplines
- The ability to juggle multiple projects and activities, and meet deadline under pressure
- A friendly, helpful attitude, and 'one team' approach.