



OUR VISION: To be the “must experience” museum that uses past, present and future Kiwi technology and ingenuity to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Marketing Advisor

Reports to: Marketing and Communications Manager

PURPOSE OF THE ROLE

The Marketing Advisor assists the Marketing & Communications team to build the profile of the Museum through paid and unpaid online and traditional advertising, social media management, and the delivery of key marketing strategies and analysis.

The Marketing Advisor will also assist with content creation for internal and external online channels.

RESPONSIBILITIES

CAMPAIGN PLANNING:

- Develop relevant marketing campaign plans, liaise with external agencies where necessary and coordinate the implementation of these campaigns, for various events, exhibitions, holiday experiences and engagement initiatives, working closely with key members of the Museum Experience Hub.
- Coordinate and liaise with service providers and relevant media agencies to book campaigns, meet deadline dates and adhere to specified budgets.
- Work with the Graphic Designer to ensure that relevant information is shared in relation to the marketing schedule and content deadlines.
- Coordinate the expenditure of marketing campaign budgets, as allocated by the Marketing & Communications Manager, including distribution of funds within the campaign and issuing of purchase orders.
- Assist with the coordination of the Permanent Channels calendar.

DIGITAL MARKETING:

- Develop an online marketing strategy across MOTAT’s various audiences and channels.
- Plan, create and implement engaging and dynamic long and short-term online campaigns to generate inbound traffic and maximise promotional activities.
- Manage the MOTAT AdWords for NFP spend to maximise the funding provided.
- Manage the MOTAT social media advertising to maximise campaign and engagement objectives.
- Plan and implement an online retargeting platform on the MOTAT website such as AdRoll.
- Develop MOTAT’s presence on YouTube and implement pre-roll advertising for the MOTAT brand.
- Develop, edit and review online content to SEO best practice to support effective communications across all areas of the Museum.

- Write and distribute regular electronic newsletters to MOTAT's key audiences, including our followers, MOTAT Mates and educational facilities.

SOCIAL MEDIA MANAGEMENT:

- Develop an online communications plan across MOTAT's various audiences and online channels, including the development and placement of advertising material in accordance with the online marketing budget.
- Implement a social media management platform for community management (such as Hootsuite).
- Proactively identify areas where new content can be developed and make recommendations to the Marketing & Communications Manager, in collaboration with the Digital Engagement Manager.
- Responsible for the consistent and timely updating of MOTAT's social media channels such as Facebook, Twitter, LinkedIn, Instagram, and YouTube including drafting appropriate answers to questions, sourcing images and video clips, crafting engaging copy, and promotions.
- Identify how MOTAT can facilitate and develop live social media coverage of initiatives, exhibitions and public programmes.
- Develop and update monthly social media content calendars.
- Engage with Key Opinion Leaders (KOL's) to maximise user generated content for increased social engagement.
- Provide monthly reports on social media engagement and community growth statistics.
- Assist with the production of photography, film, competitions and other online media opportunities, in coordination with any external contractors MOTAT may engage to support this development as required.

GENERAL ADMINISTRATION:

- Coordinate the various promotions and discount coupons aligned to the marketing plan.
- Update online event listings (eg. Eventfinda) to promote MOTAT activities and events.
- Respond to all visitor feedback comments on Trip Advisor, Facebook and other platforms within 48 hours.
- Administer the MOTAT visitor feedback, reporting on visitor feedback and responding to complaints within 48 hours of receipt.
- Provide monthly reporting on Google AdWords and Analytics, work in progress and any other reports as requested.
- Monitor trends and developments in digital and social marketing areas and recommend improvements to add value to the Museum.
- Regularly meet with other members of the MOTAT Team to identify how this role may best support their initiatives.
- Ensure accurate recording of campaign expenses and processing of purchase orders.
- Model behaviours consistent with MOTAT values and MOTAT competency framework.
- Comply with all museum policies and procedures including but not limited to Health, Safety & Security, and the Museums Aotearoa's Code of Ethics.
- Undertake any other reasonable duties as may be required to ensure that MOTAT's business objectives are met.

KEY PERFORMANCE INDICATORS:

- Contribute towards the development of an overall marketing and communications plan, with a focus on digital, in first 3 months and commence plan implementation within 6 months.

- Setting up conversion tracking and developing reports to be used for decision making and performance evaluation in first 12 months in role.
- Implementation of a re-targeting/re-marketing system and creation of relevant campaigns, including display and text in first 12 months in role.
- Proactively look for new opportunities to engage with our audience as well to leverage increased website visitation.
- MOTAT website visitation growth of minimum 5% year on year.
- Represent the Marketing and Communications Team on project groups for Interpretation projects, attending all meetings and coordinating information flow.
- All social media comments and queries will be responded to within a maximum of 48 hours.
- MOTAT Facebook, Instagram, LinkedIn and Twitter channels see an audience growth of 5% year on year.
- All visitor feedback complaints are acknowledged within 48 hours of receipt, and any major issues are highlighted to the relevant manager for additional feedback within 72 hours.
- Meeting all marketing deadlines, as set by the Marketing & Communications Manager.
- Ensure that marketing campaign budgets as allocated are not exceeded.

KEY RELATIONSHIPS / DELEGATED AUTHORITY:

Responsible for: n/a

Internal Liaison: Marketing & Communications Team, Digital Engagement Manager, Public Programmes, Exhibitions Team, CommercialTeam, Wider MOTAT Team

External Liaison: Marketing Service Providers, Suppliers

BUDGETARY AUTHORITIES:

\$2,000

SKILLS & EXPERIENCE:

- Tertiary qualification in marketing.
- Minimum 3 years proven marketing experience with an emphasis on digital marketing.
- Experience with social media and its application within the marketing environment.
- Understanding data and its application within the marketing environment.
- Demonstrable experience managing Google AdWords campaigns.
- Experience in online content development, SEO, SEM, CRO and web best practices.
- Experience with online re-targeting services preferable.
- High levels of both written and verbal skills, including copywriting skills.
- Exposure to working with budgets.
- Familiarity with Content Management Systems and Email Systems desirable.
- Strong data analysis, reporting and time management skills.

- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook) as well as basic understanding of Adobe Creative Suite programmes.

OUR VALUES

Ō MĀTUA UARA

Innovation	We will be courageous and try new things.
Collaboration	We will work as a team that respects and supports others.
Integrity	We will act ethically and with respect and transparency.
Sustainability	We will foster knowledge and promote technology that is beneficial to our community.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.