



Marketing and Communications Executive

Tō mātou pūtake | Our purpose

To empower and attract distinctive and diverse screen productions for all audiences.

The New Zealand Film Commission supports the development of high impact, authentic and culturally significant films for Aotearoa New Zealand; we work to sustain and strengthen economic growth for our thriving film industry; we facilitate dynamic pathways to support the development of outstanding people, projects and businesses; and we build and grow partnerships with our stakeholders.

Te mātou tirohanga roa | Our vision

Championing exceptional storytellers to create enduring taonga for Aotearoa New Zealand.

Tō Kaupapa | Your purpose

The Marketing and Communications Executive is responsible for:

- the marketing of New Zealand as a screen destination, marketing NZ screen attraction and the marketing of our screen production services;
- working with local producers to support and amplify their marketing efforts to maximise the audience for their films using our reach to promote New Zealand films internationally; and
- growing the public profile and promoting the work of the New Zealand Film Commission.

The Marketing and Communications Executive manages our media relationships and proactively and reactively manages the release of information on our work, successes and news stories.

Tō Mahi | What you do

You are accountable for

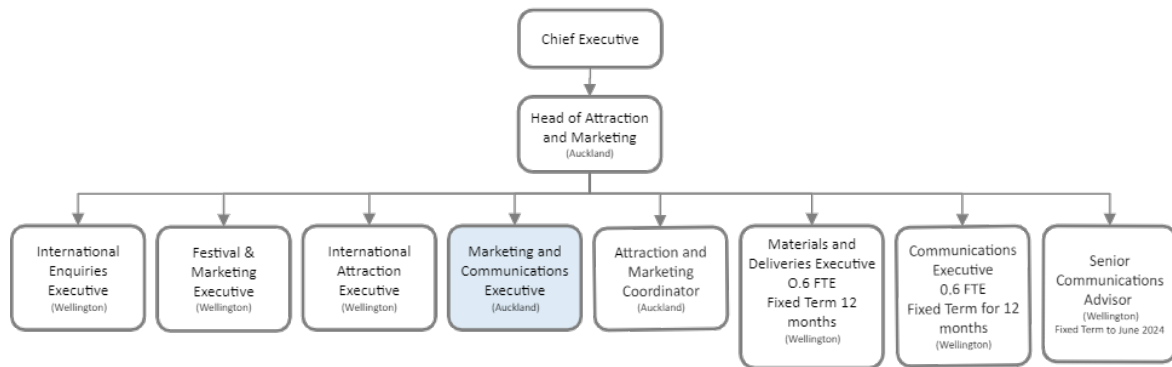
- Developing marketing approaches to promote New Zealand screen attraction work to support the economic growth of the industry.
- Developing promotional material and content in support of our promotion of New Zealand as a screen production destination, our screen production capability and the Screen Production Rebate scheme.
- Planning interviews, press conferences, preparing press releases. Managing media enquiries, planning proactive media releases. Managing reactive media issues. Building the profile of the NZFC and growing awareness of our work.
- Designing, building and maintaining our social media presence.
- Ensuring our website and social media pages are kept current and responding to online queries through these channels.
- Supporting the promotion of NZFC events through marketing support.

- Designing and implementing approaches to support the marketing activities of New Zealand film producers seeking to promote New Zealand films.
- Identifying trends and insights and optimising performance based on these insights through the use of marketing analytics.
- Developing creative growth strategies through digital marketing channels.
- Producing marketing and communications copy for our website.
- Measuring and reporting on the performance of marketing campaigns and assessing this performance against the campaign goals.
- Evaluating the potential of emerging technologies for use as a marketing tool.
- Contributing to the achievement of our Te Rautaki Māori strategy. Ensuring our Te Rautaki Māori objectives are delivered on through the support we provide to the industry and the decisions we make.
- Assisting to arrange our participation in the Cannes film festival each year and one other (Toronto, Sundance or Venice) on rotation, all collateral development and administrative activity in support of the Head of Attraction and Marketing.
- Supporting effective external and internal communications by drafting and preparing Communications content.
- Ensuring that our marketing and promotional activities locally and internationally are culturally appropriate, that Te Ao Māori is respected, and that our commitments as a Treaty partner are advanced.
- Assisting with our test audience engagement to ensure we are reaching diverse communities and considering their perspectives.

You achieve this by

- Working inclusively, respecting and valuing the diversity and uniqueness of team members, our people and stakeholder community.
- Modelling and promoting the values and vision of the New Zealand Film Commission and the expectations from the Code of Conduct.
- Working in partnership with Māori as a Treaty partner, embracing Te ao Māori concepts and practices, and appropriately observing tikanga and kawa through our engagement.
- Sharing your knowledge and expertise to actively build the capability of others and providing stretch opportunities to enable that growth.
- Working collaboratively with colleagues to support the collective achievement of our goals.
- Building strong credibility with the Board, our team and our stakeholder community.
- Managing risk, identifying where it exists, and actively working to mitigate the risk.
- Ensuring there is a healthy and safe workplace and working environment for our people.
- Contributing to the sustainability of the NZFC by actively reducing our carbon footprint, supporting all NZFC sustainability initiatives, and conserving NZFC resources through the adoption of more efficient ways of working.
- Ensuring that you are aware of and comply with the requirements of the Public Records Act 2005 in relation to all official NZFC documents and communications you are responsible for on behalf of the NZFC.

Tō Turanga | Where you belong



You report to:

Head of Attraction and Marketing

You lead a team of:

This position has no reporting kaimahi | staff.

Position location:

Auckland

Tō haerenga ki te angitu | Your journey to success

Behavioural Capabilities

We are passionate about our role as an industry leader and a screen production funder and we are committed to the success of our people who work to support our vision. To be successful in this position you will have demonstrated the following capabilities:

- **Working with influence.** I communicate in a clear, persuasive, impactful, and inspiring way to convince others and to create support for our strategic direction. I adapt my approach and style to my audience.
- **Working inclusively.** I am respectful of others and their differences, and the contributions they make. I recognise we all have differing worldviews and seek information from those with differing views to inform my work. I work in ways that foster inclusivity and create space for discussion, I role model inclusive behaviour and mitigate my own biases. I give effect to the commitments we have made in the Diversity and Inclusion strategy.
- **Engaging others.** I connect with people in a way that builds trust and effective relationships. I share ideas and information with people and I am respectful of others and their perspectives.
- **Embracing technology and a digital environment.** I support and drive successful adoption of technology solutions that improve business processes and outcomes for our stakeholders.
- **Enhancing organisational performance.** I drive innovation and continuous improvement to sustainably strengthen long-term organisational performance and improve outcomes for stakeholders.
- **Enhancing the stakeholder experience.** I understand the needs of our diverse stakeholders and apply this understanding to drive how we work to support stakeholders.
- **Enhancing the Māori Crown relationship.** I understand the importance of our work to the Māori Crown relationship. I recognise, and encourage others to recognise, the value of applying Te Ao Māori to our work. I observe tikanga Māori appropriately when engaging with the Māori film community. I actively work to develop my te reo Māori capability. I actively give effect to Te Rautaki Māori strategy to drive the achievement of our objectives.
- **Managing and using knowledge and data.** I review and learn from patterns and trends in data in a way that supports us to identify opportunities and improvements. I systematically capture, share, develop, manage, and use knowledge and data and insights in a way that

adds value, improves connections and performance, supports decision-making, and mitigates risk.

- **Making effective, evidence-based decisions.** I demonstrate drive, ambition, optimism, and delivery-focus to make things happen and achieve ambitious outcomes. I generate and/or gather the right evidence, information and/or data from the right sources to make quality decisions. I identify and analyse root issues or challenges. I develop strategies that honour our commitments as a Treaty Partner. I consider, identify and manage risks when acting.
- **Working to achieve outcomes.** I bring together resources (people, funding, material, support) to get things done. I orchestrate multiple activities simultaneously to accomplish goals and record information to create supporting processes for the future. I accurately scope out the length and difficulty of tasks and projects, break down work and proactively plan for problems and roadblocks. I communicate clearly with others about what I am doing.
- **Showing curiosity.** I show curiosity, flexibility, and openness in analysing and integrating ideas, information, and differing perspectives to make fit-for-purpose decisions. I demonstrate good judgement about which innovative tools, ideas and resources will work for NZFC.

Specialist Technical Capabilities

To be successful in this position you will have:

- A relevant tertiary qualification (in Marketing, Communications, Design, Public Relations etc) or equivalent gained through experience.
- Experience with web content management tools.
- Proficiency with the Microsoft and Adobe suite of tools.
- Knowledge of and experience with online marketing tools SEO, Google Analytics, or other equivalent tools.
- Experience developing and executing marketing campaigns.
- Experience managing social media marketing.
- Experience in post-production work, in particular the delivery of film materials and production of campaign materials for feature film promotion.
- Some proficiency in te reo Māori and ability to connect with Māori media.