

Job Description
MARKETING MANAGER



ROLE DETAILS

JOB TITLE: Marketing Manager

START DATE: As appointed

DESIGNATED MANAGER: Fundraising Manager (FM)

KEY RELATIONSHIP: Chief Executive (CE)

DIRECT REPORTS: Volunteers & Committee Members

KEY TEAMS: Support Team, Bookings Team

SALARY RANGE: Competitive, KPI driven bonus included, FT 40 hours per week

LOCATION: Auckland Region, can work remotely, travel required.

PURPOSE: Manage and deliver the marketing needs of Hillary Outdoors to support fundraising and sales, 'telling our story', and programme and event promotion.

INTRODUCTION

The Marketing Manager will be a key member of the Hillary Outdoors team. During the next 12 months Hillary Outdoors is opening a new centre in the Northern Coromandel and will continue to deliver life changing experiences at the existing Tongariro Centre.

Hillary Outdoors is looking for a proactive and talented individual, who will help engage and expand their audience, to generate donations, bookings and a strong following for the not-for-profit organisation.

STRATEGIC GOALS

The Marketing Manager will work towards achieving the following goals over the next three years:

- Grow Donor database.
- Market new Marine and Conservation Centre to Funders, Clients and Stakeholders.
- Deliver marketing functions of Capital Fundraising Strategy.
- Enable schools to fundraise and collect donations for their programmes, through Hillary Outdoors' CRM system.

STRATEGIC PILLARS



KEY DELIVERABLES

- Work with the FM and CE to understand the marketing needs of Hillary Outdoors.
- Work with the FM to develop and deliver the marketing plan of the fundraising strategy, with CE support.
- Manage the marketing budget with oversight from the FM and CE.
- Work with the FM to further develop the Hillary Outdoors brand, including but not limited to brand voice, look and feel and brand culture, with support of the CE. Manage Hillary Outdoors' brand standards.
- Manage and keep Hillary Outdoors' website up to date, (marketing, fundraising, and operational needs).
- Create day-to-day content to expand and update social media and fundraising platforms. Proactively find ways to showcase 'what we do' through our channels to increase followers, likes and shares, and develop digital fundraising opportunities.
- Visit Hillary Outdoors' Centres and work with the team to capture and create content for marketing and fundraising purposes.
- Organise professional photo or video needs for Hillary Outdoors, including in-person support.
- Manage online engagement, including but not limited to responding to comments and messages.
- Work with the Hillary Outdoors team on the quarterly e-newsletter (Collate and write content, circulate, manage responses, increase overall engagement).
- Oversee campaigns and communications from Hillary Outdoors' CRM system to ensure brand consistency.
- Evaluate and report on engagement through Hillary Outdoors' online presence and adapt SEO, marketing functions and tools to build more engagement.
- Support the FM with fundraising campaigns, events and communications, including in-person support, and coordination of volunteer and committee fundraising activities.
- Support the wider Hillary Outdoors team with promotional and fundraising needs, including but not limited to; merchandise, uniforms, event medals and trophies, collateral and signage.
- Support the Bookings Team with promotion of holiday and skills programmes.
- Support the Events Manager with promotion of adventure race challenges and rogaines.
- Support the Tertiary Manager with promotion of Certificate and Diploma programmes.
- Work with the Support Team to organise and manage any media needs for Hillary Outdoors, including but not limited to; writing press releases, interviews, and in-person support.
- Report on marketing performance as and when required.

SAFETY

- Ensure that you are familiar and comply with the HOEC Safety management system and adhere to them.
- Identify and report to the Leadership Team any incidents, hazards or safety concerns in your work environment.
- Report all incidents and near misses you are involved with.

COMPLIANCE

- Follow all Hillary Outdoors policies and procedures.
- Communicate suggestions for improvements or revisions to policy to ensure it is representative of current practice

COMMUNICATION

- Represent Hillary Outdoors, promote and communicate with partners, clients and external organisations.
- Participate in meetings as required.

CULTURE

- Represent the values of Hillary Outdoors in all behaviours and actions and role model this to other staff. Engage in self-development as defined during performance development meetings with manager.

ADDITIONAL RESPONSIBILITIES

- Additional responsibilities reflecting an individual's unique skills upon agreement