# POSITION DESCRIPTION

**POSITION:** Marketing and Communications Manager

**ROLE: 30 – 35 hours per week**

**REPORTING TO:** CEO

**DIRECT REPORTS**: Digital Marketing Coordinator

## BACKGROUND

Rural Leaders deliver New Zealand’s two foremost Leadership Programmes in the primary sector – the **Nuffield NZ Farming Scholarships** and the **Kellogg Rural Leadership Programme**.  We have an alumnus of over 1100 who are active in governance, management and on farm innovation across the primary sector.

Our vision is to grow world-class leaders for our country. Key to doing this is how we develop, activate, and support emerging strategic leaders in New Zealand’s food and fibre sector. We have big plans to grow our organisation, so now is an exciting time to be joining Rural Leaders.

## PURPOSE OF POSITION

The Marketing & Communications Manager will be responsible for the ongoing **development and implementation of the marketing plan** to attract high quality applicants to our programmes, to grow our brand profiles and relationships with alumni, investing partners and industry partners.

This role is also responsible for managing the performance of a Digital Marketing Coordinator and overseeing all digital marketing work in progress.

# RESPONSIBILITIES

* Write and review content for Rural Leader’s monthly e-newsletter.
* Oversee the development and content management of the website (working with an Agency and Digital Coordinator) to ensure that website content is relevant and maintains a professional look and feel.
* Develop an advertising media schedule to build brand profiles for the organisation and its programmes.
* Third party media bookings.
* Plan, develop and prepare briefs for marketing campaigns, video production and creative design.
* Co-ordinate and schedule scholar interviews for Rural Leader’s monthly podcast series.
* Produce promotional video and graduate testimonials (working with a videographer).
* Nurture and grow investing partner, industry partner and key stakeholder relationships.
* Develop and maintain the communications/events plan to ensure timely messages and information to investors, alumni and promoters of the programmes.
* Oversee brand compliance in all marketing activities and collateral.
* Conduct competitor market research to understand our market position.
* Work with an Agency to implement SEO, Google adwords and Social media advertising.
* Oversee digital marketing work in progress with the Digital Co-ordinator to ensure timely execution of tactics (including the review of digital performance and provide regular reporting and recommendations to Board and CEO).

## Person Specification

Applicants will have:

* An interest/passion for leadership development.
* Enthusiasm for learning and keeping ahead of marketing trends.
* An understanding of current digital marketing platforms ie website management, social media, e-mail marketing platforms (mailchimp/Campaign Monitor).
* Good writing and editing skills.
* A good eye for design concepts.
* Experience working in New Zealand’s primary sector (ideal but not essential).

And be:

* Organised; able to balance multiple demands, prioritise and multi-task to meet deadlines with accuracy and efficiency.
* A ‘people person’ who enjoys making and maintaining relationships.
* Technology-savvy; able to stay on top of changes in a fast-moving environment.
* Professional and results-driven; love owning a project and its delivery.
* Solutions-orientated; shows initiative and is a creative thinker