

## MARKETING AND COMMUNICATIONS COORDINATOR

### Join us in shaping the future of business in Canterbury

- Are you passionate about marketing and communications?
- Do you thrive in dynamic environments, supporting growth and engagement?
- Are you a great writer/communicator with a passion for the Canterbury business community?

Business Canterbury, formerly known as The Canterbury Employers' Chamber of Commerce, is seeking a Marketing and Communications Coordinator to join our vibrant team. We're dedicated to supporting and advocating for Canterbury businesses, offering a range of services from events and HR support to global trade facilitation and consultancy.

#### Key Responsibilities:

- **Communication and Marketing Support:** Coordinate multi-channel communications including newsletters, social media, and website updates. Execute marketing campaigns to promote our services and events.
- **Media Engagement:** Support media requests and help prepare communication materials such as press releases and statements. Monitor media coverage and ensure timely responses to inquiries.
- **Administrative Support:** Assist the Marketing Team with day-to-day administrative tasks as needed.

#### Qualifications and Skills:

- Excellent written and verbal communication skills, with a keen eye for detail. Experience or a qualification in marketing and communications.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Proficiency in digital marketing tools and platforms.
- Experience with CRM systems (HubSpot) preferred.
- A proactive attitude and the ability to work effectively both independently and as part of a team.

#### Why Join Us:

This role offers an exciting opportunity to contribute to the growth and success of Canterbury businesses. You'll work alongside a dedicated team in a supportive and innovative environment.

If you're ready to make a difference and have the right skills and experience, please **submit your CV and cover letter via Seek**. Applications close **Monday 22 July at 5.00pm**.

#### Job Description

Marketing and Communications Coordinator	
<b>Title</b>	Marketing and Communications Coordinator
<b>Reports To</b>	Marketing, Communications and Advocacy Manager
<b>Location</b>	57 Kilmore Street, Christchurch
<b>Date Completed</b>	June 2024
<b>Internal Relationships</b>	Marketing Team, Commercial Team (incorporating Business Services – Regional Business Partners, Global Trade, Manufacturing, Learning and Development, Events and Membership, Partnerships, Canterbury Trusted), CEO
<b>External Relationships</b>	Business Canterbury Members, Customers, Media, South Canterbury Chamber of Commerce, Key Stakeholders (i.e. Local Government, Central Government and Officials, Business New

	Zealand, and the BusinessNZ Network – Business South, Business Central, EMA)
<b>Direct Reports</b>	N/A

## Purpose of the Marketing & Communications Coordinator Position

### Background

This role will support with and coordinate marketing and communication efforts for Business Canterbury, with a focus on promotions, activity and advocacy that enhances the awareness, engagement and growth of our offering to the Canterbury business community. These offerings include our learning, development and events programme; human resources, manufacturing and global trade support; business resources and consultancy; and our Canterbury Trusted programme.

The successful candidate will work closely with the Marketing, Communications, and Advocacy Manager and wider Marketing Team.

### Position Objectives

- Support the Marketing Team to enhance Business Canterbury's marketing and communications, and its execution of Business Canterbury's strategy objectives including driving engagement in services, growth, and customer satisfaction.
- Coordinate and support Business Canterbury's efforts and activity, through advocacy, to create a business environment more favourable to innovation, productivity, and sustainable economic growth.
- Foster strong relationships with internal and external stakeholders.

### The Role will include the Following Areas of Responsibility

- Communication and Marketing Support Major Events Programme
- Quarterly Canterbury Business Survey
- Media Requests and Engagement
- Administrative Support

## Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPIs) which will be discussed and agreed with you upon commencement.

Examples of areas of responsibility include:

### Communication and Marketing Support

- Coordinate and support day-to-day communications through various channels including email newsletters, social media, and the Business Canterbury website.
- Coordinate marketing campaigns to promote Business Canterbury's memberships, services, and events programme.
- Monitor and analyse the effectiveness of communication and marketing activities, providing regular reports to the Marketing, Communications and Advocacy Manager and Leadership Team.
- Assist in the planning, development, and execution of promotions for Business Canterbury's work programme.

### Major Events Programme

- Collaborate with the events team to ensure effective marketing strategies are in place for each event.

## Key Areas of Responsibility

- Assist in the execution of promotion and marketing for Business Canterbury's Major Events Programme.
- Manage event-related communications, including invitations, reminders, and post-event follow-ups.

### Quarterly Canterbury Business Survey

- Oversee the distribution and collection of the Quarterly Canterbury Business Survey.
- Support to analyse survey data and compile comprehensive reports to share with stakeholders.
- Work with the Marketing, Communications, and Advocacy Manager to develop strategies for maximising survey participation.
- Communicate survey results to the Canterbury business community through various channels including with Business Canterbury's Strategic Partners and Board.

### Media Requests and Engagement

- Assist in coordinating key messages for the Spokesperson for media requests, ensuring timely and accurate responses.
- Support the drafting of press releases, media statements, and other communication materials as needed.
- Ensure media releases are distributed internally and to Executive Assistant for the Board, recorded for reporting purposes, and loaded onto the Business Canterbury website.
- Monitor media coverage related to Business Canterbury and the broader business community, sharing relevant updates with internal teams.

### Administrative Support

- Provide administrative support to the Marketing Team and Marketing, Communications, and Advocacy Manager as required.

### General

- Any other duties that may arise as the position develops
- Promote and actively encourage membership growth through identifying and actioning membership acquisition and retention opportunities
- Actively participate in:
  - Team meetings
  - Annual business planning process
  - Staff engagement surveys
  - Professional development
  - Identifying and acting on opportunities that support our strategy
- Operate within the agreed Strategy/Operational Business Plan and Budget

### Corporate Responsibility

- Create and maintain information and appropriate Business Canterbury management systems
- Promote a positive and professional image of Business Canterbury at all times
- Represent the Business Canterbury as appropriate
- Engage in appropriate stakeholder liaison
- Understand and implement Business Canterbury values of **lead the change, be the best business partner, fiercely focussed on what's best for our customers, commercially driven for impact, and authenticity matters.**
- Ensure you understand and adhere to all Business Canterbury Policies including the Health and Safety Policy, which involves actively contributing towards Business Canterbury's commitment to the safety and wellbeing of our fellow staff and our members at all times.

## Key Competencies/Knowledge/Skills and Experience

	Required	Desirable
Strong communication and writing skills.	✓	

Excellent time management and organisational abilities.	✓	
Proactive approach with offering support and solutions	✓	
Some practical experience in marketing, communications, and/or with related study experience.	✓	
Familiarity and ideally some experience working with digital marketing tools and platforms	✓	
Some experience working with digital CRM platforms such as HubSpot		✓
Some understanding of the Canterbury business community		✓
Passion for supporting the Canterbury business community.	✓	
Experience in membership-based organisations.		✓

## Personal Attributes

Personal Attributes	Characterised by
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>▪ Demonstrates a deep understanding of customer/member needs and priorities.</li> </ul>
<b>Curiosity</b>	<ul style="list-style-type: none"> <li>▪ Eager to learn and explore new ideas, trends, and best practices.</li> </ul>
<b>Strong relationships</b>	<ul style="list-style-type: none"> <li>▪ Acts as a reliable and supportive team member.</li> </ul>
<b>Self-Directed/Self starter</b>	<ul style="list-style-type: none"> <li>▪ Takes initiative and is proactive in identifying opportunities and solving problems.</li> </ul>
<b>Collaborative</b>	<ul style="list-style-type: none"> <li>▪ Works well with others and contributes to a positive team environment.</li> </ul>
<b>Integrity</b>	<ul style="list-style-type: none"> <li>▪ Demonstrates accountability and responsibility for actions and outcomes.</li> </ul>
<b>Results -orientated</b>	<ul style="list-style-type: none"> <li>▪ Focuses on achieving goals and delivering high-quality results and outcomes.</li> </ul>