

# Marketing Advisor

POSITION DESCRIPTION	
TITLE	Marketing Advisor
REPORTS TO	Business Development, Marketing and Communications Manager
LOCATION	Wellington
DIRECT REPORTS	0
PART OF	<p>The Business Development, Marketing and Communications Team including:</p> <ul style="list-style-type: none"> <li>• Senior Marketing and Communications Advisor</li> <li>• Communications Advisor</li> <li>• Graphic Designer</li> <li>• Business Development Lead</li> </ul> <p>The Marcomms team is part of the Customer Strategy and Support Group</p>
DATE	September 2022

## Site Safe

### Our Vision

Proud to be Safe



### Our Mission



Building Safer and Healthier Workplaces Together

### Who We Are

Established as a not-for-profit society in 1999, Site Safe’s goal is to help reduce harm in the New Zealand construction industry. A membership-based organisation with over 6,000 members, we provide leadership, advocacy and a range of services to support the industry to be safe. We help develop future health and safety leaders, provide education and resources, and give advice to businesses on solutions that make a real difference and ensure everyone goes home safe at the end of each day.

### Our Values

	<b>Safety</b>	Safety and health are at the forefront of what we do and who we are.
	<b>Attitude</b>	We are respectful and honest. We believe with passion and work with integrity.

	<b>Fairness</b>	Our willingness to listen and learn enables continuous improvement towards excellence. We have inquiring minds and are open to change for the best outcomes.
	<b>Engagement</b>	Our sense of team and trusting relationships enables robust debate and best practice development.

## Purpose of the Position

To work with the Business Development, Marketing and Communications team to advise and develop marketing strategies to help Site Safe achieve its goal of creating a positive change in the New Zealand construction industry’s health and safety culture.

## Key Responsibilities

### Marketing and social media

- Provide advice and assist with implementing Site Safe’s marketing and communications strategy.
- Work alongside the Senior Marketing and Communications Advisor to develop and execute marketing campaigns to launch and support products and services.
- Contribute to the development, implementation and review of timely campaigns, and report on the monitoring and evaluation of the effectiveness of marketing and promotional activities.
- Support the successful running of social media platforms (Facebook/LinkedIn/YouTube) using Hootsuite. Including assisting with the creation of content for posts, planning campaigns and handling enquiries.
- Liaise with external suppliers for quotes, reports and stock ordering.
- Maintain the website and be familiar with content management system (CMS) Microsoft Dynamics, to manage websites, build web pages, write and upload SEO-rich content.
- Identify tools and channels to enhance the effectiveness of the marketing and communications team.
- Manage print and digital advertising bookings to ensure deadlines are met.
- Manage Site Safe’s membership benefits programme.

### Brand Management/Collateral and promotional items

- Develop and review marketing collateral fit for purpose alongside internal graphic designer and in line with brand guidelines.
- Manage collateral stock levels with external suppliers.
- Maintain promotional items and giveaways for events and activities.
- Manage corporate clothing, liaise with external supplier and support branch orders.

### Events

- Lead, co-lead and/or support events such as trade expos, safety shows, conferences, awards, site activities (toolbox talks and BBQs) etc.
- Support Site Safe led graduations, scholarships and Evening of Celebration.
- Provide advice and assist with event communications to help identify speaking and event opportunities (e.g. presentations, collateral, and signage).

## Communications

- Support the creation of high-quality content suitable for different channels, including articles, fact sheets and presentations.
- Work closely across all parts of the organisation, providing clear and consistent support and advice on marketing.
- Assist Manager and team to identify reputational risk and strategies to manage that risk.
- Contribute to and help support and manage Site Safe’s intranet through developing, loading and changing content.

## Health, Safety and Wellbeing

- Ensure personal and team responsibility in the application of Site Safe health and safety policies and procedures.
- Identify and report on potential improvements to health and safety within the workplace.
- Complete any required organisational health and safety related training or education.

## Key Relationships

Internal	External
Business Development, Marketing and Communications Manager	Site Safe members, stakeholders and customers
Group Manager, Customer Strategy and Support	Design and print consultants and account managers
Marketing and Communications Team	Marketing and communications staff at government agencies e.g. WorkSafe NZ, ACC, MBIE
Other teams inside Site Safe	Site Safe Sponsors

## Person Specification

### Experience, Knowledge and Qualifications

#### Essential:

- “All-rounder” marketing experience.
- Demonstrated implementation of marketing campaigns and initiatives.
- Ability to provide marketing advice to managers and staff.
- Experience with online tools and content management systems (e.g. Optimizely, Microsoft Dynamics, MS Forms, Click Dimensions, WordPress, Google Analytics, Mailchimp, Survey Monkey, Facebook Business Manager, LinkedIn Campaign Manager, Hootsuite, Eventbrite, Canva, Woobox, etc).
- Proficient in Microsoft Office (Word, Excel and PowerPoint).
- A flexible, can-do approach and willingness to take on a wide range of tasks with creativity and an eye for detail.
- Proven oral and written communication skills.
- An understanding of customer and consumer needs and using these insights to create engaging and effective content.

#### Desirable:

- A tertiary qualification in marketing or a related field.

- An understanding of health and safety and/or the construction industry.

**Personal Attributes**

- Interpersonal skills - ability to establish constructive and effective relationships with all kinds of people across all groups and teams through building appropriate rapport and understanding of needs.
- Customer/stakeholder focused - acts with customers/stakeholders interests (both internal and external) in mind and is dedicated to meeting the expectations and requirements of those people.
- Demonstrates commitment to the Site Safe Values.