

Position Description: Marketing Manager

Title:	Marketing Manager
Reports To:	Chief Operating Officer
Location:	57 Kilmore Street, Christchurch
Date Completed:	July 2026
Internal Relationships:	Chief Executive, Chief Operating Officer, Head of Advocacy and Strategy, Marketing Coordinator, Business Services Manager, Sales Account Managers
External Relationships:	Members, customers, member and customer prospects, other Chambers, external brand and marketing agencies and suppliers
Direct Reports:	Brand Marketing Specialist, Marketing & Communications Coordinator [Fixed-term]

Purpose of Marketing Manager

Background

The Marketing Manager is responsible for leading the development and delivery of Marketing and Communications alongside supporting our advocacy work. The key focus of this role is to increase brand awareness, drive growth through increasing member and customer engagement across our service offering and through our advocacy create an environment that supports our business community to be productive, innovative and grow.

Ensuring Business Canterbury is top of mind for business support is central to this role. This will be achieved through effective and timely marketing and communications across our current members and customers, our prospective members and customers and more broadly through leveraging the wider business community, key stakeholders and partners. Continuing to raise the profile of Business Canterbury through regular media engagement, presentation opportunities and supporting submissions will be part of this multifaced role.

Position Objectives

- A well-coordinated and executed marketing and communications strategy and content calendar
- Strong membership retention, acquisition, and growth in service engagement through effective targeted and timely marketing and communications
- Business Canterbury continues to have strong profile through media engagement, submissions, published articles and speaking opportunities
- Communications are relevant, timely, tailored, targeted, and well read by our members by leveraging our data and the use technology
- Extending our reach through leveraging our wider business community, key stakeholders and partners
- Our website content reflects our brand, key messaging and service offering
- Our advocacy is well positioned and received and reflects our members voice on key issues impacting Canterbury business

The Role will include the Following Areas of Responsibility:

- Marketing
- Advocacy and Public Relations
- Communications
- Internal Efficiency and Scaling
- Brand
- Website Content
- Special Projects
- Financial Management
- Leadership

Key Areas of Responsibility

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

Marketing

- Develop, through consultation internally, and communicate and deliver an annual marketing and communications strategy
- Develop an annual marketing and communications plan and budget to drive membership growth and engagement across our service offering that includes:
 - An annual content calendar to ensure we have full oversight of key dates and activities across the organisation so the team are across and can plan their workloads, ensuring we have clear information 3 months ahead of marketing activity execution
 - Adapt and evolve marketing and communications plan as required to take into account opportunities and changes that arise
- Manage and further develop Business Canterbury's digital and social channels including putting together quality control criteria so others in key roles can also update as required
- Ensure all major events are well supported leading up to, on the day and post, on our social channels reinforcing Business Canterbury's role and purpose
- Lead the Marketing team to work across the organisation to develop and implement marketing campaigns to driven engagement and growth in:
 - Membership acquisition and retention
 - Learning and development
 - Events
 - Canterbury Trusted
 - Advisory and consultancy including global trade, manufacturing, HR, health and safety and other topics as determined
 - Advocacy
 - Government contracts
 - New projects
- Measure and report on the effectiveness of marketing activity against key objectives with regular reporting, including campaign outcomes and return on investment
- Monitor and manage our competitor landscape through regular reviews and reporting
- Work with the Events Managers and the Operations and Partnership Manager to ensure Partner obligations are met and their needs are well considered in the development and delivery of marketing activity.

Advocacy and Public Relations

- Be across key issues in the external environment where there are opportunities for Business Canterbury to be involved from a public relations perspective
- Respond to 'hot off the press' information and ensure appropriate channels of dissemination to members
- Assist the CEO and Head of Advocacy and Strategy with the development of below and maximise the impact through sharing where appropriate on social channels, ensuring our positions are reflective of our member voice and business community:
 - Submission development
 - Media releases and talking points for media enquiries
 - Preparing Presentations
- Ensure our marketing and communication takes into account the current environment in which our business community operates within and adapt and evolve as required
- To lead regular pulse surveys to identify key issues our members and customers are facing and analyse results and provide across the team to help inform future service design and delivery
- Utilise a variety of tools to ensure The Chamber understands the needs of current and prospective members, including understanding business trends and issues.

Communications

- Oversee the coordination and delivery of the electronic communications (eDM) and social media schedule from the marketing plan and content calendar

- Contribute to the development and review of content; ensuring that this is well integrated across the full-service suite, is timely and relevant for the audience
- Analyse and provide regular reports to Executive and subject matter experts on our communication effectiveness
- Contribute to and continue to grow our profile through external publications through writing articles to promote the Chamber membership proposition and specific services.

Internal Efficiency and Scaling

- Work with Executive to identify how technology and AI can drive internal efficiencies and scale across marketing and communications.
- Participate in and lead AI change management processes, including the documentation of processes and delivery for marketing and communications team training sessions.

Brand

- To ensure all marketing collateral including our website, communications and customer experience are on brand
- Review and maintain a set of marketing templates for the Business Canterbury team to use.

Projects

- To lead marketing and communications projects for any new products/services
- To lead the development of our Annual Report and AGM presentation to ensure it reflects outcomes and impact, on brand and reflective of our achievements
- To lead other projects from a marketing and communications perspective as required.

Financial Management

- Work with the Chief Operating Officer and other budget holders/leaders to develop the annual Marketing budget taking into account annual strategy and annual operating plan
- Contribute to the development of the annual strategy and annual operating plan
- Achieve budget and deliver against the annual operating plan
- Provide monthly and quarterly performance reports against budget and operational activity with any major variances and solutions reported monthly.

Leadership

- Be the best business partner internally through ensuring the Marketing team provide excellent customer service
- Lead HR activity with direct reports which includes recruitment, induction, performance and engagement
- Keep team members informed of all relevant organisational information and involve them in generating ideas and planning for effective delivery
- Support team members with workload planning and prioritisation and in identifying development opportunities and arranging appropriate professional development
- Contribute input into the development of staff engagement survey topics
- Lead positive culture and values and wellbeing across the organisation
- Represent Business Canterbury as required through stakeholder engagement.

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 and the Charge; 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
Minimum of five years' experience in marketing and communications roles	✓	
Minimum of two years' experience in supporting advocacy/PR functions	✓	
Minimum of five years' team leadership experience with excellent communication and people skills	✓	
Strong previous experience in digital marketing and producing content that gets cut through and engagement	✓	
Minimum of two years' experience in using AI tools in a marketing and communications context to drive efficiency and scale	✓	
Proven experience in developing brands that tell the story of the organisation and the reflect value proposition	✓	
A strong customer service ethic with the ability to see and act on trends in customer engagement	✓	
Strong business acumen and a good understanding of the key drivers of business success and the Canterbury economy	✓	
Previous responsibility and experience in financial and budget management	✓	
Previous experience gathering and analysing data to drive decision making and ultimately, growth	✓	
Experience in membership-based organisations, membership recruitment and retention		✓

Personal Attributes

Personal Attributes	Characterised by:
Mindset	▪ Has a growth mindset ▪ Is adaptable to meet changing demands ▪ Flexible in the way in which they operate
Organisation centric	▪ Acts with integrity putting the organisation at the centre of decision making ▪ Seeks continuous improvement for the organisation and our customers
Curious	▪ Asks questions and seeks others' input ▪ Explores ideas, reads widely and talks with others to understand the business landscape more deeply ▪ Has honest open conversations and listens as much as they talk
Courage	▪ Take calculated risks ▪ Willing to be vulnerable ▪ Has honest conversations even when it's hard
Transparent	▪ Communicates openly ▪ Shares information broadly
Target and goal oriented	▪ Sets up and maintains processes and systems to be able to monitor and measure progress against targets

	Driven by results
Personal Attributes	Characterised by:
Collaborative	- Prioritises collective thinking and planning upfront - Shares ideas and actively seeks and values the ideas and input of others - Able to influence others to assist in meeting targets and obligations
Prioritises well	- Ensuring others in the team are clear on what is required to meet obligations and deadlines for delivery - Meets deadlines and communicates well in advance when there is a challenge - Works with others to ensure alignment on collective priorities - Is comfortable parking a task or even saying no to tasks or opportunities where there are greater needs elsewhere
Strong relationships	Healthy and strong internal relationships are developed and maintained to set our people up to succeed
Leadership influence	- High level of team engagement - Continuous improvement culture in the team - Team members take ownership and understand how their work adds value and is aligned to our strategy - Models desirable behaviours and encourages others to do the same - Healthy and strong internal relationships are developed and maintained to set our people up to succeed
Customer focus drives their decision making	- New product or service delivery ideas are evaluated against known or anticipated customer need - All decisions take a customer lens before they are made - Providing great internal customer experience is at the heart of how you operate
Challenges ideas and contributes new thinking	- Uses appropriate platforms (or creates them) to encourage contributions from others - Uses smart questioning and other techniques to challenge, explore and build on the ideas from others and is not afraid to suggest a change of direction or the close off of an idea - Comes prepared for meetings and planning session with ideas for improvements to existing delivery and/or new ideas to test