

Marketing and Communications Coordinator

Location: 57 Kilmore Street, Christchurch
Reports To: Chief Operating Officer
FIXED TERM 12 MONTH MATERNITY COVER

About Us

At Business Canterbury, our core values drive everything we do. We are looking for someone who is ready to "Lead the Change and the Charge" and be the "Best Business Partner" to the Canterbury business community. We are fiercely focussed on what is best for our customers, commercially driven for impact, and believe authenticity matters.

About the Role

This is a generalist, hands-on role where you will manage day-to-day marketing delivery while contributing to strategic planning and brand development. You will play a key part in growing member engagement, event participation, and awareness of our value to the Canterbury business community.

As our Marketing and Communications Coordinator, your key responsibilities will include:

- Planning and coordinating marketing activity across our products, services, programmes, and events.
- Managing and maintaining our social media channels, including LinkedIn, Facebook, and Instagram.
- Creating high-quality written and visual content for our website, EDMs, social media posts, and member profiles.
- Overseeing the distribution and collection of the Quarterly Canterbury Business Survey and supporting the analysis of the data.
- Supporting our advocacy work programme by drafting press releases, coordinating key messages for media requests, and gathering information for submissions.
- Working closely with internal teams to align content, branding, and social media with our commercial objectives.

About You

We are seeking a curious, self-directed, and agile professional who thrives on providing excellent support to others. To be successful in this role, you will need:

- Experience in developing or inputting into organisation-wide marketing strategies.
- Experience in creating and executing email marketing campaigns and digital marketing strategies, including segmentation, automation, and performance tracking.
- Strong communication and writing skills to craft compelling social media posts and manage audience interactions.
- The ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Excellent interpersonal skills to work effectively with internal teams, stakeholders, and external partners.
- A passion for supporting the Canterbury business community and some understanding of its landscape.
- Some experience working with digital CRM platforms, such as HubSpot, is highly desirable.
- Previous experience in membership-based organisations is also an advantage.

How to Apply

Please submit your CV and a cover letter detailing why you are the perfect fit for this role at Business Canterbury.

Note – this role is a fixed term role for 12 months covering maternity leave.

Position Description: Marketing & Communications Coordinator

Title	Marketing and Communications Coordinator (Fixed term)
Reports To	Chief Operating Officer
Location	57 Kilmore Street, Christchurch
Date Completed	March 2026
Internal Relationships	Chief Executive, Chief Operating Officer, Head of Advocacy and Strategy, Business Services Manager, Business Services Team, Marketing and Communications Team, Sales Team, Events and Training Team
External Relationships	Members, Customers, Media, South Canterbury Chamber of Commerce, Key Stakeholders (i.e. Local Government, Central Government, Business South, Business Central, EMA, other NZ Chambers, external suppliers i.e. agencies, contractors)
Direct Reports	N/A

Purpose of Marketing and Communications Coordinator Role

Background

The Marketing and Communications Coordinator is responsible for planning, coordinating, and delivering integrated marketing and communications activity that supports Business Canterbury's products, services, events, and advocacy work.

This is a generalist, hands-on role that manages day-to-day marketing delivery while contributing to strategic planning and brand development. The role plays a key part in growing member engagement, event participation, and awareness of Business Canterbury's value to the Canterbury business community.

Marketing activity includes the development and execution marketing campaigns focusing and promoting our membership and our products and services. Marketing and communications activity will be through various channels including social media platforms, blogs, email, website and developing presentations.

Our advocacy work includes media releases, media engagement, submissions and survey analysis and this role will play a part in supporting the delivery of this work.

Position Objectives

- Increasing awareness of Business Canterbury and our value proposition
- Growing engagement and revenue across our services
- Growing our member and customer bases
- Increasing customer satisfaction
- Through our advocacy work:
 - Contributing towards creating a business environment more favourable to innovation, productivity, and sustainable economic growth
 - Maintaining and growing our profile and reputation
- Fostering 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
- Advocacy work programme support
- Presentations
- 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. These include:

Marketing & Campaign Coordination

- Plan and coordinate marketing activity across the Business Canterbury's products, services, programmes, and events
- Deliver integrated campaigns aligned to organisational priorities, timelines, and budgets
- Work closely with internal teams to translate business objectives into effective marketing activity
- Support sponsorship, partnerships, and member-led initiatives with tailored marketing support
- Support and lead as required the development of the annual marketing strategy and supporting plan to execute, working across the organisation to ensure all work programme activities are included aligned to our annual strategy

Social Media Management

- Manage and maintain the Business Canterbury's social media channels (e.g. LinkedIn, Facebook, Instagram)
- Develop and schedule content that promotes events, member stories, advocacy activity, and key messages
- Monitor performance and engagement, providing insights and recommendations for improvement
- Ensure content aligns with brand voice, tone, and visual identity

Content Creation

- Create high-quality written and visual content including:
 - Website content
 - EDM copy
 - Social media posts
 - Event promotions
 - Member profiles and success stories
- Coordinate content calendars across channels to ensure consistency and efficiency
- Work with internal stakeholders and external suppliers (designers, photographers, videographers) as required

EDM (Email Marketing) Management

- Manage EDM campaigns from briefing through to deployment and reporting
- Build, schedule, and send regular member communications and promotional EDMs
- Maintain mailing lists and audience segmentation
- Monitor open rates, click-through rates, and engagement to optimise future campaigns

Communications & Media Support

- Support the development and distribution of media releases and proactive communications
- Assist with storytelling around advocacy, policy, and business issues relevant to Canterbury

Key Areas of Responsibility

- Coordinate approvals and ensure messaging is accurate, timely, and aligned with organisational positions
- Support crisis or reactive communications when required

Brand & Marketing

- Maintain brand consistency across all channels and materials
- Support the ongoing development of brand guidelines and templates
- Ensure marketing activity meets quality standards and best practice

Reporting & Evaluation

- Track and report on marketing performance, campaign outcomes, and key metrics
- Provide insights to support continuous improvement and decision-making

Collaboration for Commercial Outcomes

- Work closely with internal teams to align content, branding, and social media with commercial objectives.
- Lead paid advertising campaigns across Business Canterbury ensuring deals are won and contracts are executed.
- Partner with the Marketing, Communications, and Advocacy team to integrate digital and offline campaigns.
- Support initiatives that drive member engagement, audience growth, and commercial opportunities.

Quarterly Canterbury Business Survey

- Oversee the distribution and collection of the Quarterly Canterbury Business Survey ensuring we reach response rate required across the region
- Support to analyse survey data and compile comprehensive reports to share with stakeholders.
- Develop strategies for maximising survey participation working with the Head of Advocacy and Strategy
- Analyse the survey results producing regional and specific reports providing first insights to CEO and Head of Advocacy and Strategy
- Communicate survey results to the Canterbury business community through various channels including with Business Canterbury's Strategic Partners and Board.

Advocacy Work Programme Support

- Working with the Head of Advocacy and Strategy assist and support with:
 - Coordinating key messages for the Spokesperson for media requests, ensuring timely and accurate responses
 - Drafting press releases, media statements, and other communication materials as needed
 - Ensuring 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
- To gather and coordinate information in preparation for Submissions

General

- Provide administration support as required
- Any other duties that may arise as the position develops

Key Areas of Responsibility

- 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
Experience in developing or inputting into organisation wide marketing strategies	✓	
Experience in the execution of marketing campaign and communications	✓	
Experience in creating and executing email marketing campaigns and digital marketing strategies including segmentation, automation, and performance tracking	✓	
Experience working with digital marketing tools and platforms	✓	
Ability to craft compelling social media posts and manage audience interactions	✓	
Excellent interpersonal skills to work effectively with internal teams, stakeholders, and external partners	✓	
HubSpot Management		
Ability to manage multiple projects and meet deadlines in a fast-paced environment.	✓	
Some understanding of the Canterbury business community	✓	
Passion for supporting the Canterbury business community.	✓	
Strong communication and writing skills	✓	
Excellent time management and organisational abilities	✓	
Experience in membership-based organisations.		✓

Key Competencies/Knowledge/Skills and Experience

Some experience working with digital CRM platforms such as HubSpot		✓
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Personal Attributes

Personal Attributes	Characterised by
Customer Focus	<ul style="list-style-type: none"> • A passion for providing excellent customer support and service • Thrive on providing excellent support to others.
Curiosity	<ul style="list-style-type: none"> • Eager to learn and explore new ideas, trends, and best practices • Embraces change • Continuous improvement mindset • Doesn't settle for the status quo.
Strong relationships	<ul style="list-style-type: none"> • Acts as a reliable and supportive team member.
Self-Directed/Self starter	<ul style="list-style-type: none"> • Takes initiative and is proactive in identifying opportunities and solving problems.
Collaborative	<ul style="list-style-type: none"> • Works well with others and contributes to a positive team environment.
Integrity	<ul style="list-style-type: none"> • Demonstrates accountability and responsibility for actions and outcomes.
Agility	<ul style="list-style-type: none"> • Effective multitasker, able to switch tasks when required • Tracks and maintains deadlines • Maintain positivity during periods of change • Able to work flexibly when required.
Personal Organisation	<ul style="list-style-type: none"> • Self-directed, highly motivated and enjoys working in an empowering, flexible environment • Uses initiative to identify new ways of doing things. • Well organised. • Copes well under pressure. • Strong attention to detail.