

Job Description

Te whakatakotoranga tūranga

Marketing and Communications Advisor

Pūtake Tūranga - Scope

This role provides effective marketing and communications advice, planning and implementation to support council's strategic and operational objectives. As part of the Marketing and Engagement team, you'll help design and deliver engaging content, campaigns and initiatives that inform, involve, and connect with our communities.

Ngā Whainga - Key responsibilities

Marketing and communications

Provide practical marketing and communications advice and support to help council teams achieve their goals. Develop and implement communications and engagement plans based on best practice.

Create audience-focused, cross-channel communications that build awareness, encourage participation, and strengthen understanding of council initiatives. Work closely with internal teams to ensure consistent messaging and manage reputational considerations.

Use market analysis, customer insights, and feedback to shape targeted campaigns and tactics. Coordinate and manage marketing and communications activities, including public engagement initiatives and campaign rollouts. Proactively identify opportunities to strengthen community engagement.

Content production and collateral development

Create and manage content for council documents and communications materials across multiple channels, ensuring it aligns with brand and style guidelines. Promote plain English in all materials, including consultation documents and publications.

Support the design and production of creative content for digital and print channels. Work with internal teams and external creative services partners to deliver high-quality campaign materials and other marketing assets.

Telling our stories

Identify and pursue opportunities to share council's story in ways that are compelling, consistent, and aligned with our vision and values. Produce engaging storytelling content for a wide range of channels including video, digital platforms and other channels such as print or community publications.

Health and Safety

Adhere to all safe working procedures and instructions, taking care of oneself and others. Having a commitment to health and safety as detailed in the NRC policies and guidelines, and as defined by the Health and Safety Legislation.

Organisation Responsibilities / Other Duties

Ensure that all Council policies and procedures are followed in work activities and be actively involved in seeking continuous improvement. Undertake other duties that may be assigned by the Marketing & Engagement Manager from time to time.

Civil Defence & Emergency Management

Undertake Civil Defence Emergency Management responsibilities if required.



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Tō Pukenga - About you

Qualifications, skills and experience:

- A degree in communications, marketing, public relations or a related field.
- Minimum of three years' experience in marketing, communications, or public relations.
- Strong writing, editing and proofreading skills, with excellent attention to detail.
- Experience developing and implementing communications and engagement plans across multiple channels.
- Confident working with cross-functional teams and engaging with internal and external stakeholders.
- Understanding of local government; knowledge of Northland is advantageous.
- A good understanding of the Treaty of Waitangi and Te Ao Māori, and how these apply to communications and engagement in a local government context.
- Tech savvy and experienced working with the Microsoft Office suite.
- Experience using Adobe Creative Suite – particularly InDesign and Photoshop – is desirable.
- Photography, videography, and design skills are an advantage but not essential.
- Full and current driver's licence.

Personal attributes

- Self-motivated and dependable, with a strong focus on follow-through.
- Resilient and adaptable, comfortable working under pressure and with change.
- Professional and courteous, delivering high-quality outcomes.
- Clear communicator, able to engage effectively across all levels.
- Strong critical thinking and problem-solving skills.
- Discreet and trustworthy with sensitive and confidential information.
- Builds positive relationships and collaborates well with others.
- Contributes to a constructive, inclusive team culture.
- Committed to continuous improvement and innovation.
- Culturally empathetic and respectful in all interactions.

Reports to: Marketing and Engagement Manager
Group and Department: Strategic Partnerships and Engagement
Location: Whangārei
Date: November 2025

Declaration

I have read and understood the contents of this Job Description.

Name:

(Please print full name)

Signature:

Date:



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