

Communications & Marketing Advisor

We're building a new Museum for Waitaha Canterbury – a world-class facility for the taonga (treasures) we care for and a place to tell the stories of our region and the people who live here.

If you're digitally savvy with an eye for detail and a nose for a good story, this may be the job for you. We need an excellent storyteller who can produce engaging content for a range of audiences and channels. You'll need to be a communications and marketing all-rounder with at least three years' experience in a similar role.

You'll be promoting the Museum redevelopment journey along with our exhibitions, public programmes and other activities. Reporting to the Communications and Marketing Manager, you'll also maintain and develop the Museum's websites and social media channels, liaise with media and help out with events.

If this sounds like you, apply today and join our journey of change.

To learn more about this position and how to apply, please go to www.canterburymuseum.com/about-us/working-at-the-museum
Applications close at 8.00 am on Monday, 17 July 2023

www.canterburymuseum.com



How to Apply

Applications are invited by letter with attached Curriculum Vitae. The letter should include your own assessment of your suitability for the position and an indication of when you are free to take up duties. You should also state whether or not you have any criminal convictions or have any hearings pending. The Curriculum Vitae should include information about your experience and qualifications and the names and contact details (address, email and telephone numbers) of two or three people who are willing to assess the applicant's merits if confidential reference is made to them.

Your application should be addressed to **Anthony Wright, Director**, and emailed to:

CMAApplication@canterburymuseum.com

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Conditions of Employment

Conditions of employment will be set out in a standard Canterbury Museum Individual Employment Agreement if you are offered a position. Applicants must have, or be eligible for, a New Zealand work visa.

Confirmation of employment will be subject to a satisfactory response to the Ministry of Justice's 'Request by a Third Party under the Official Information Act for a copy of criminal convictions held' (required by the Museum's Security Policy).

Remuneration

The Museum employs a job sizing methodology which assesses relativities between positions and relates jobs to salary bands. Each band has a scale running from 80% through to 120%, with

100% being the midpoint which is commonly understood to be the value where the job is being carried out at a successful and fully competent level.

Remuneration at commencement will be based on qualifications and experience and is likely to be in the range of \$56,661 per annum (80% of Band D), and \$70,826 per annum (100% of Band D).

Position Description

Role Title:	Communications & Marketing Adviser
Date:	June 2023
Department:	Public Engagement Team
Reports to:	Communications & Marketing Manager
Direct Reports:	0
Band:	D (Appointment is likely to be between 80% (\$56,661) – 100% (\$70,826) of the band)
Hours:	40 hours per week, Monday to Sunday, with flexibility

He kōpapa taonga, he pātaka korero, hei kai mā Waitaha, hei kai mā te ao
A storehouse of treasures, a repository of knowledge for Canterbury and for the world

Ā Mātou Mahi | What We Do

Canterbury Museum is a charitable trust governed by the Canterbury Museum Trust Board. It opened to the public in 1867 and has been on Rolleston Avenue since 1870. The Museum closed to the public in early 2023 and is currently undergoing redevelopment. A pop-up Museum – Canterbury Museum at CoCA – opens at 66 Gloucester Street in mid-2023.

The Museum acquires and cares for worldwide collections of human and natural history, with a focus on the Ngāi Tahu rohe, Waitaha Canterbury and the Antarctic. Before closing for redevelopment, the Museum was one of the premier tourist attractions in Te Waipounamu (South Island). It welcomed several hundred thousand visitors each year to explore the diversity of the natural world and Aotearoa New Zealand's cultural heritage, while also providing a window on the rest of the world.

Canterbury Museum also owns and operates *Quake City*, and Ravenscar House Museum. The Museum aims to:

- Create an interactive, experiential journey for visitors.
- Provide our visitors with friendly, high-quality service, ensuring equitable access to all.
- Reach out to children and adults of all ages and provide learning experiences in an informative and enjoyable setting.
- Build and properly care for the collection of priceless taonga we hold in trust for the community.
- Undertake high-quality, relevant research on our collections and disseminate results to the widest possible audience.
- Work with iwi in the spirit of Te Tiriti o Waitangi (Treaty of Waitangi), embodying concepts such as mauri, kawa, mana and wairua.
- Work with a range of partnerships that integrate us into the wider community.
- Provide maximum community benefits from the resources available.
- Uphold and adhere to the highest professional standards of best practice.
- Provide staff with the learning and professional development opportunities required to enable them to carry out their work.

Ō Mātou Tikanga | The Values We Live By

- We actively ENGAGE with our visitors and the wider Waitaha Canterbury community.
- We are committed to working COLLABORATIVELY with our communities and with each other.
- We are committed to ACCOUNTABILITY in all our actions.
- We always act with INTEGRITY for our people, our taonga and the environment.

Ngā Tohu Hākori | Bicultural Competencies

Canterbury Museum is committed to the principles of Te Tiriti o Waitangi. Our work with Te Rūnanga o Ngāi Tahu serving the Waitaha Canterbury region reflects this.

Canterbury Museum staff, research fellows, volunteers, board and contractors are expected to:

- Maintain a level of cultural competency specific to the role and contribute to the cultural and social cohesion between internal and external people and groups.
- Understand and engage with the principles of Te Tiriti o Waitangi and its implications.
- Understand and engage with obligations to upholding the principles of Te Tiriti o Waitangi.
- Display cultural sensitivity and a willingness to work positively with organisational strategies to improve outcomes for Māori.
- Have an awareness of ethnic and cultural differences, social, political and religious beliefs.
- Respect diversity amongst internal and external people and groups.

Tūnga Whāinga | Position Purpose

This role exists to:

- Develop and implement communications and marketing plans for exhibitions, public programmes and other Museum activities.
- Write compelling content for Museum channels – websites, social media, e-newsletters – with a particular focus on telling the story of the Museum redevelopment.
- Identify, write and promote positive stories and opportunities to generate media coverage.
- Actively manage the Museum's websites and social media platforms, increasing online engagement with audiences and increasing visitation to our venues.
- Assist in the organisation of stakeholder events and briefings.
- Develop community networks and engagement, connecting groups with Museum services.

Ngā Pātahitanga Matua | Key Relationships

<i>Internal</i>	<i>External</i>
Tumuaki Director	Te Rūnanga o Ngāi Tahu, mana whenua and local whanau
Canterbury Museum Trust Board	Suppliers and Service Providers
Communications Manager	Visitors/Customers
People Managers Forum	Media
Graphic Designer	Professional Advisers

Ngā Wāhi Matua o te Whakatauranga | Key Areas of Accountability

Areas of Accountability	Deliverables/Expected Results/Outcomes <i>Being personally responsible for:</i>
Communications & marketing	<ul style="list-style-type: none"> Helping to write Museum's annual communications and marketing plan. Producing and implementing communications and marketing plans for exhibitions, public programmes and other Museum activities. Writing compelling content for Museum channels, contributing to the writing and production of the Annual Report and Museum publications and documents. Helping to develop, produce and distribute advertising material and marketing collateral. Building positive relationships with stakeholders, media, suppliers and partners.
Media Relations	<ul style="list-style-type: none"> Identifying newsworthy stories and promoting them to the media. Developing media opportunities that promote and tell the story of the redevelopment. Writing and distributing media releases Keeping the Museum's media contacts database up to date. Maintaining and analysing media monitoring reporting and distributing media coverage of the Museum internally.
Digital & social media	<ul style="list-style-type: none"> Creating website and social media content that engages audiences in the work of the Museum and tells the stories behind the collection. Actively managing and keeping up to date the Museum's websites – the main Museum website, <i>Quake City</i> and Ravenscar House Museum – with the aim of increasing visitation to the venues. Managing the Ravenscar House Museum digital guide and exhibition-related websites Producing great content for Museum and Ravenscar House Museum e-newsletters; distributing e-newsletters and building the subscriber database. Posting and distributing blog posts and building the subscriber database. Managing the Museum's presence on external websites and social media channels up to date.
Event delivery	<ul style="list-style-type: none"> Assisting in the delivery of special events, briefings and exhibition openings with a particular focus on promoting the Museum redevelopment. Helping to coordinate guest lists, invitations and RSVPs, and with event logistics

Community Engagement	<ul style="list-style-type: none"> Developing and strengthening community networks and engagement, connecting groups with the broad range of Museum Services.
Customer Relationship Management (Internal and External)	<ul style="list-style-type: none"> Building and maintaining effective relationships with key internal and external stakeholders to communicate and collaborate for mutual benefit and organisational growth, particularly to realise redevelopment objectives and delivery. Being a strong communicator and negotiator who can relate to and motivate a wide range of people. Listening well and responding effectively. Presenting written and oral information concisely, ensuring people are well informed. Involving people when making key decisions that may impact upon them, using persuasion and influence, empathy and rapport. Facilitating customer consultation to inform the delivery of the best possible user experiences.
Financial Management	<ul style="list-style-type: none"> Working to agreed budgets and proactively seeking the best financial options and outcomes for the delivery of the exhibition fit-out. Assisting with monthly, quarterly and annual reports and project reports as required.
Personal and professional development	<ul style="list-style-type: none"> Keeping up to date with professional information and literature. Attending and contributing to relevant professional conferences, workshops and seminars. Participating in all relevant corporate development training opportunities. Identifying personal development training opportunities and in agreement with your manager attending and participating.
Museum excellence	<ul style="list-style-type: none"> Adhering to Museum policies and procedures, guidelines and house rules. Adhering to professional standards, practices and codes of ethics. Promoting excellent customer service by living the Museum's values and objectives. Working to ensure the Museum is a responsible tourism destination. Proactively seeking continuous improvement to further enhance the visitor experience. Promoting and maintaining excellent internal working relations. Adhering to the Museum's health and safety practices and always remaining aware of all health and safety matters. Ensuring use of sustainable practices wherever possible and continuously looking for ways for improvement. Accepting additional responsibilities when requested.

Record Management and Archiving	<ul style="list-style-type: none"> • Creating paper and electronic records as appropriate to your role. • Taking ownership of and responsibility for managing your own and your group's Records and Archives following best practice records management procedures.
Health, safety and sustainability	<ul style="list-style-type: none"> • Maintaining the highest standards of health and safety. • Taking reasonable care that your own acts or omissions do not adversely affect the health and safety of other persons. • Reporting all accidents and reportable incidents. • Complying, as far as is reasonably able, with any reasonable instruction that is given to allow the organisation to comply with the Health and Safety at Work Act 2015 and its amendments. • Co-operating with any reasonable policy or procedure relating to health or safety at the workplace that has been notified to staff. • Participating in Health and Safety training, including fire and evacuation training and participating in drills as required. • Being aware of risks that may impact the role. • Ensuring compliance with security requirements. • Acting in a responsible and sustainable way and minimising our negative environmental impact.
Other Duties	<ul style="list-style-type: none"> • Undertaking other duties commensurate with the role as reasonably requested by your manager from time to time. Perform such duties in a timely, accurate manner and in accordance with organisational policies and procedures.

Ngā Tepenga Mana | Limitations of Authority

Operating Budget	Authorised to spend as per the delegations' policy.
Capital Spend	Authorised to spend as per the delegations' policy.

Tauwhāititanga Tangata | Person Specification

<i>Knowledge and skills</i>	<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> Excellent written and verbal communication skills, ability to write engaging and creative content – the nose for a good story. The ability to write for a range of audiences and a range of channels, from Annual Reports to social media posts and tweets. Knowledge of the media in Aotearoa New Zealand Knowledge of the digital and social media environment. Technically competent in using website content management systems, experience with Craft an advantage. Technically competent in posting on and managing social media platforms, eg <i>Facebook, Instagram, Twitter, Tiktok</i> and <i>Linkedin</i> Technically competent in taking photos, experience in producing videos an advantage. Ability to edit and proofread documents and articles. An eye for detail; excellent organisation and prioritisation skills. Ability to establish credibility with stakeholders, with highly developed communication and relationship-building skills across diverse audiences and in written and oral formats. Commitment to New Zealand's cultural heritage and Māori tikanga. 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓ ✓
<i>Experience</i>		
<ul style="list-style-type: none"> At least 3 years experience in a similar role. Experience working in a museum or closely aligned sector. Journalism experience and current media contacts. Experience in website management and social media. Experience in media relations 	<ul style="list-style-type: none"> ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓ ✓
<i>Behavioural competencies</i>		
<ul style="list-style-type: none"> Results driven with a demonstrable strong work ethic that consistently delivers results and meets deadlines. Enthusiastic, motivated, receptive to ideas, polite, and patient. Ability to work with and relate to staff at all levels. Inclusive and decisive work ethic with a focus on accountability and results. Commitment to a high level of customer service in a working environment requiring meeting specific deadlines. Integrity, high motivation, and a sense of humour. Embraces cultural and thought diversity. Ethical. 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none">
<i>Qualifications</i>		
<ul style="list-style-type: none"> A tertiary qualification or similar in journalism, communications, marketing or other relevant fields, or 10+ years industry experience. Qualification in Museum Studies. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> ✓ ✓

Signatories

Signed _____ Date _____

[Position holder's name]
Communications & Marketing Advisor

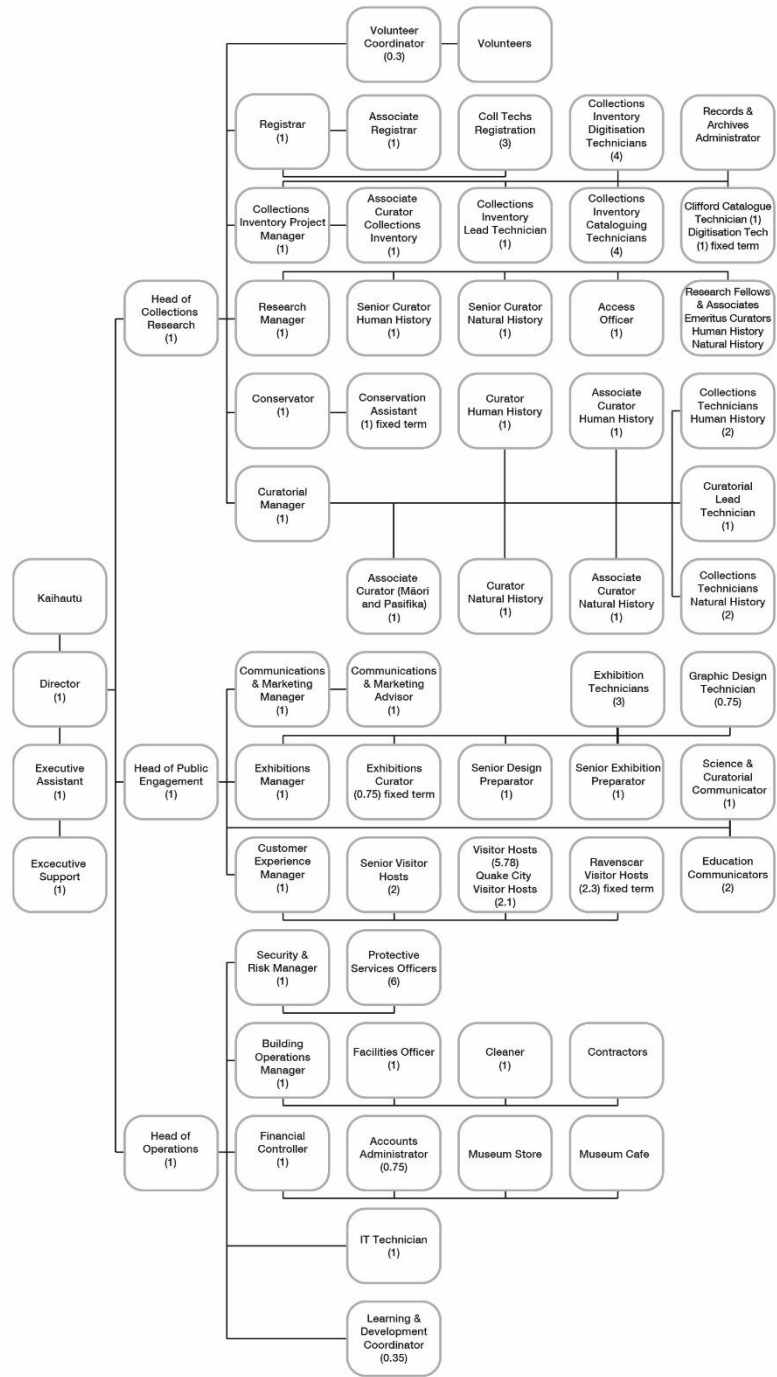
Signed _____ Date _____

Vicki Blyth
Communications & Marketing Manager

Signed _____ Date _____

Anthony Wright
Tumuaki | Director

organisational chart



15 November 2022