

<b>Position</b>	<b>Marketing Lead, Business and Government</b>
<b>Team</b>	Marketing and Communications
<b>Reports to</b>	Group Manager, Marketing and Communications Dotted line report to Senior Marketing Lead
<b>Direct reports</b>	Nil
<b>Employment</b>	Permanent
<b>Grade</b>	17
<b>Location</b>	Wellington
<b>Effective from</b>	November 2020

## Who Are We?

EECA's purpose is to *mobilise New Zealanders to be world leaders in clean and clever energy use.*

EECA is a Crown entity governed by a Board whose members are accountable to the Minister of Energy and Resources.

We work to improve energy efficiency, energy conservation and increase the use of renewable sources of energy. In particular, we look at how this work programme can assist New Zealand's transition to a low carbon economy.

Our strategic focus areas are:

- Productive and low emissions business
- Efficient and low-emissions transport
- Energy efficient homes
- Government leadership
- Engage hearts and minds.

**More information on who we are and what we do is available on our website**

[www.eeca.govt.nz/about-eeca](http://www.eeca.govt.nz/about-eeca)

## Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o Te ratonga tūmatanui i roto i ā mātou mahi.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki

<https://www.publicservice.govt.nz/about-us/>

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

You can find out more about what this means at: <https://www.publicservice.govt.nz/about-us/>

## Purpose

To support EECA's purpose and business objectives of engaging hearts and minds through the conception and implementing of marketing campaigns that support Business objectives and display Government Leadership under the GEN LESS and EECA brands.

The Marketing Lead is responsible for executing projects that support the broader Marketing and Communications Strategy and Low Emissions Business objectives. The Marketing Lead will ensure brand consistency and integrity across EECA's marketing initiatives and channels and help to drive mass awareness, advocacy and adoption of our initiatives in the Business and Government space.

## Key Result Areas

- Contribute to the Marketing and Communications Team's key objectives as stipulated by the Statement of Performance Expectations (the SPE) and annual output expectations
- Build out the Business and Government marketing roadmap that inspires, educates and surfaces the progress and developments happening in that space regarding energy efficiency and emissions reduction.
- Adhere to the brand guidelines to ensure consistency in delivery of EECA and GEN LESS brands
- Accountability and maintenance of marketing budgets – insistence on delivering ROI and continual improvements from a campaign performance perspective.
- Oversee research requirements and deliver campaign performance analytics alongside key partners
- Manage relationships with key external creative and research partners
- Full TTL channel mix accountability - with strong digital, social and CRM deliverables

## Accountability

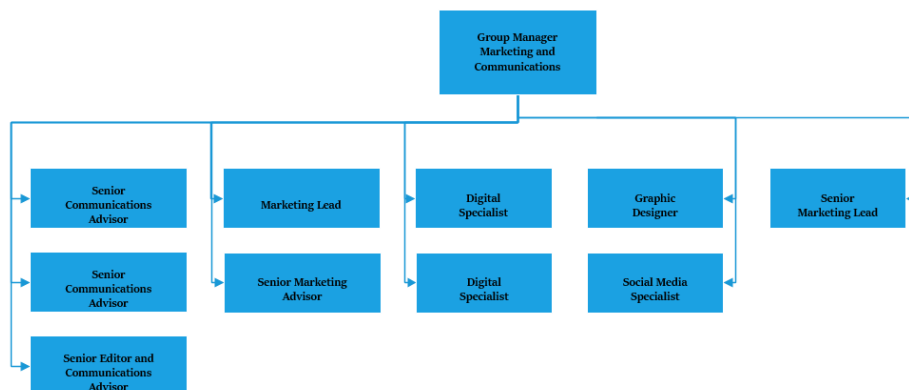
Accountability	Description
Business and Government campaign management and roadmap delivery	Deep sector knowledge base to manage relevant marketing roadmap for Business and Government
Brand Management	Support the EECA brand as a corporate asset, ensuring continued relevance and credibility in the market.

Campaign Management	<p>Project manage the execution and delivery of marketing campaigns.</p> <p>Ensure that all campaigns and material reflect our strategy objectives, and the outcomes required to deliver on the annual output expectations, and ultimately drive behaviour change.</p>
Measurement and reporting	Analyse the success of marketing campaigns and report on their performance. Identity opportunities for improvement.
Relationship & Stakeholder Management	Develop internal and external relationships which are important to the success of the EECA brands (including industry partners). Develop constructive and collaborate relationships which result in mutually beneficial outcomes.
Collaboration	<p>Work effectively and collaboratively alongside fellow Marketing and Communications Team members to ensure effective use of the EECA and Gen Less brands and strategic campaign alignment.</p> <p>Work collaboratively across dynamic, cross-functional and/or virtual teams.</p>

## Relationships

It is expected that effective working relationships are established with relevant EECA staff and external stakeholders.

### Where your position fits



<b>Internal Relationships</b>	<ul style="list-style-type: none"> <li>• EECA Leadership Group</li> <li>• Marketing and Communications team</li> <li>• Investment and Engagement Group</li> </ul>
<b>External Relationships</b>	<ul style="list-style-type: none"> <li>• Marketing agencies</li> <li>• Public and Private Sector organisations</li> </ul>

## Educational Qualifications, Experience and Skills Required

The incumbent should possess:

- A tertiary qualification in Marketing or a relevant field, or relevant experience
- 5+ years of brand management experience and related marketing communications
- Ability to operate in an emerging space in order to achieve transformation
- Experience in building out digital and social creative deliverables alongside mass broadcast executions
- Strong communication skills and ability to build and maintain stakeholder relationships
- A demonstrated ability to get results
- Highly experienced in managing marketing agencies to deliver impactful outcomes
- A trailblazer who wants to push the boundaries of creative delivery; a story-teller who can resonate with everyday New Zealanders

## General

A policy of equal employment opportunity operates and EECA provides a work environment that is free from discriminatory practices and encourages all employees to reach their full potential.

As a good employer, EECA takes its Health and Safety responsibilities seriously and all staff are expected to comply with all Health and Safety policies and practices, as part of their employment.

## EECA Behaviours

EECA has identified four behaviours that will help us succeed. We will be looking for applicants that can demonstrate these behaviours.

1. **Open to the new.** Changing New Zealand needs openness and understanding. To succeed, we welcome fresh thinking from others, and create an environment where new perspectives are cherished.
2. **Stand in others' shoes.** To mobilise New Zealanders, we'll need to understand people. That means parking our pre-conceptions and getting to know them before we act.
3. **Deliver the goods.** To be world leaders in clean and clever energy use, we need every individual at EECA to own their part of the challenge.
4. **Believe in the 'we' not the 'me'.** Tackling climate change will take collaboration. We need to work together, in a positive and proactive way to make the good stuff happen.