

The Role

Location:	Wellington	Team:	Marketing and Content
Grade:	15	Reports to:	Manager, Marketing and Content
Employment:	Permanent		

Responsibilities

The Insights, Data and Communications Group (IDC) aims to make evidence-based energy choices easy to understand for users, both internally and externally. IDC is responsible for maintaining and promoting EECA's position as an authority on energy efficiency and the use of renewable forms of energy.

We work to grow the data and evidence base and increase visibility of the insights we produce by ensuring they are relevant and timely for different audiences. We act as an authority for government and the energy sector on demand side energy use, and work to empower business and residential consumers by understanding how energy supports them at home, at work and on the move.

We support these different audiences by providing access to information they need, at the right time and in the right way, to understand and act on the energy choices they want to make. The IDC Group comprises five teams:

- Research, Evaluation and Insights
- Data and Analytics
- Marketing and Content
- Strategic Communications
- Digital Products

The Advisor - Marketing is responsible for supporting the delivery of customer focused marketing activity. This role has a broad scope of marketing and content activity, supporting with marketing production from creative briefs, management of brand assets, production of collateral and performance reporting. The Advisor - Marketing is a core role within the team and plays a key role in supporting both internal and external customers.

EECA's Mission and Behaviours

Our Mission

EECA's mission is to mobilise New Zealanders to be world leaders in clean and clever energy use. We are Te Tari Tiaki Pūngao – Guardian of the energy. This means we have a responsibility to ensure that all of New Zealand recognises that the energy we save now will be an asset to our future, in a multitude of ways. We want a sustainable energy system that supports the prosperity and well-being of current and future generations.

In order to get there, our key strategic objectives are:

- Energy efficiency first
- Empower energy users
- Accelerate renewable energy

Outcomes are that energy users save energy, money and reduce emissions; and energy productivity and resilience improve. The levers EECA uses to achieve this are:

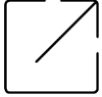
- Regulation of products, processes and systems
- Information and motivation to promote clean and clever energy choices
- Targeted investment to demonstrate and scale up energy efficient technologies and renewable energy use.

More information on who we are and what we do is available on our website www.eeca.govt.nz/about-eeca



Our Behaviours

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



Open to the new



Stand in others' shoes



Believe in 'we' not 'me'



Deliver the goods

Key Result Areas

- Support the delivery and optimisation of marketing campaigns to meet objectives, timelines, and budgets.
- Manage EECA's paid search activity, including briefing, budget oversight, performance management and optimisation.
- Manage the day-to-day relationship with the external media agency managing paid search activity.
- Support the development and production of marketing materials, including collateral, resources, and presentations.
- Act as a key point of contact for internal stakeholders, supporting marketing requirements across the organisation.
- Manage EECA's brand library and approvals of partner branding.
- Support performance tracking, reporting, and post-campaign analysis to inform continuous improvement.
- Contribute to the delivery of team priorities and wider work programmes, including IDC initiatives.

Key Competencies

- Planning and priority setting
- Effective Communication
- Dealing with ambiguity
- Decision making
- Relationship and Stakeholder Management
- Collaboration

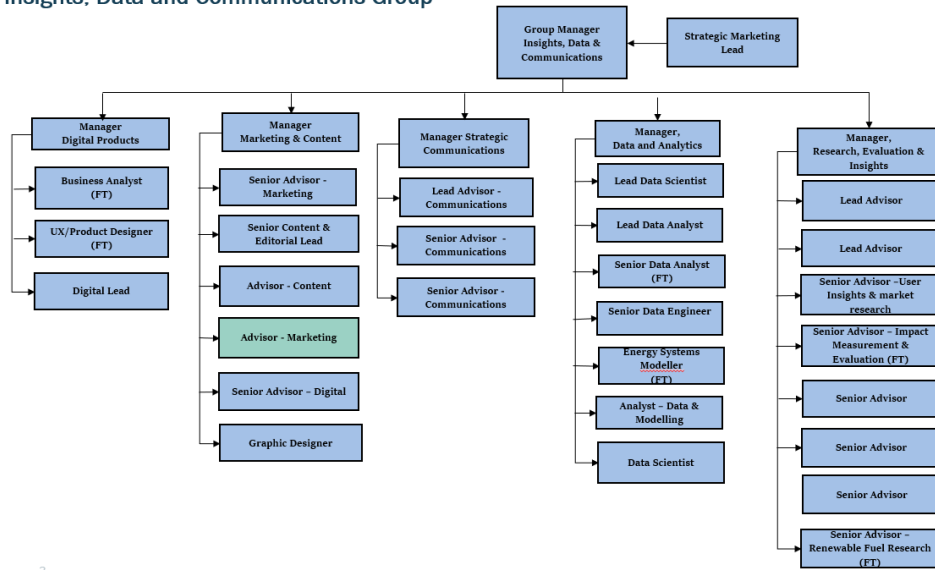
Relationships

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

Where your position fits



Insights, Data and Communications Group



3

Key Internal Relationships	Key External Relationships
<ul style="list-style-type: none"> Insights, Data and Communication Group All internal customers who require marketing support 	<ul style="list-style-type: none"> EECA’s creative, media and research agencies

Educational Qualifications, Experience and Skills Required

- A tertiary qualification in Marketing or a relevant field
- 3+ years of marketing experience for consumer brands or services
- Experience with marketing production and delivery
- A creative mindset
- Excellent interpersonal skills
- Excellent written and verbal communications skills
- Excellent time management skills with a solutions focus
- Effective relationship management skills.
- Ability to work flexibly in virtual or cross-functional teams

EECA’s Working Environment

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.

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 whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangī. 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. [About the Public Service Commission - Te Kawa Mataaho Public Service Commission](#)

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: [About the Public Service Commission - Te Kawa Mataaho Public Service Commission](#)

