

Director, Marketing

Start Date: TBC

Contract Type: Full time, permanent

End Date: N/A

Location: Auckland

About Te Ara Ahunga Ora Retirement Commission

Te Ara Ahunga Ora is the office of the Retirement Commissioner. Te Ara Ahunga Ora aims to help New Zealanders to retire with confidence. Retiring with confidence means New Zealanders feel secure that they'll have resources to live and the know-how to make ends meet.

We focus on three areas; Retirement Policies, Retirement Villages and Financial Capability. As part of our role we advise Government on policies that will enhance retirement outcomes for New Zealanders. We also help support individuals to better prepare for retirement, and we contribute to better understanding of what retirement means in the 21st century. Times are changing.

TĀ MĀTOU PŪTAKE

OUR PURPOSE

To empower the people of Aotearoa on their journeys to a better retirement

TĀ MĀTOU WHAKAKITENGA

OUR VISION

New Zealanders retire with confidence

TĀ MĀTOU KAUPAPA MĀTĀMUA

OUR MISSION

Provide *trusted information*, *informed advocacy* and *effective collaboration* to improve retirement outcomes for all.

Position purpose

The Director, Marketing is the voice of the audience at Te Ara Ahunga Ora. They lead the development of innovative, well-researched consumer and customer insights that underpin the marketing and digital strategy for the Sorted website and associated Sorted products and services.

The Director is also the brand lead for Te Ara Ahunga Ora, working with the Director Stakeholder Relations to ensure our brand values are protected and our stakeholder work aligned.

These activities drive high quality consumer information about retirement and financial capability, inspire New Zealanders to engage with our services, and ensure our work has a consistent, appealing, and authentic look and feel.



Key aspects of the role include

- Development and implementation of an integrated marketing strategy across the Sorted product suite driven by audience-first thinking.
- Leads and communicates the brand strategy for Sorted (and Te Ara Ahunga Ora as necessary).
- Maintains and develops expertise and knowledge of national and international trends in money behaviour education.
- Oversees the customer data and analytics programme to generate improved audience targeting and insights.
- Oversees our digital marketing assets, ensuring alignment with the broader marketing strategy and, most importantly, providing a positive and user-friendly online experience for target audiences.
- Tracks effectiveness of marketing activities on consumer awareness, perception, and use.
- Works closely with the Leadership Team to develop and implement aligned strategies and initiatives to improve awareness and understanding of our work. This includes working with the:
 - Director, Māori Development to ensure te reo and tikanga Māori are integrated into our marketing work with authenticity and appeal
 - Director, Financial Capability to ensure products and marketing are optimised and aligned
 - Director, Stakeholder Relations to ensure marketing activity aligns where relevant with stakeholder communications
- Be an active and collaborative member of the Leadership Team. The Leadership Team is responsible for our overall success. This requires each member to demonstrate leadership beyond their immediate area of responsibility, and collaboratively work with other team members to achieve the best possible outcomes.
- Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate this into every aspect of work.

Our values in action

Value Statement	Examples of the value in action
<p><i>Kia manawanui</i> <i>Let us be big hearted</i></p>	<ul style="list-style-type: none"> • Advocates for those in need • Champions change to drive equitable outcomes • Acts with aroha and puts others before themselves • Treats people as they would like to be treated – with respect and empathy • Acknowledges and celebrates the achievements of others • Creates a safe and welcoming space where everyone feels comfortable to contribute
<p><i>Me hoe tahi</i> <i>We paddle as one</i></p>	<ul style="list-style-type: none"> • Is inclusive and actively seeks input and feedback from their colleagues and other teams. • Connects with and inspires people to build great relationships internally and externally • Considers perspectives other than their own • Respects the opinions of others even when they don't agree • Helps glue Te Ara Ahunga Ora into one team



Value Statement	Examples of the value in action
<p><i>E tipu, e rea</i> <i>We grab the best of both worlds to flourish</i></p>	<ul style="list-style-type: none"> • Focuses on the opportunities a dual worldview presents, not the obstacles • Introduces new ways of doing and thinking that include viable mātauranga Māori based alternatives • Considers diverse cultural viewpoints in their work and workplace • Consistently looks outward, not just in • Actively increases their own knowledge and cultural capability • Prizes the innovation that emerges from respect for difference
<p><i>He taonga te pono</i> <i>We treasure truth</i></p>	<ul style="list-style-type: none"> • Prioritises the kaupapa, the higher purpose • Is transparent, truthful and honest • Takes ownership and responsibility • Does what's right, even when no one's watching • Follows through on commitments • Acts without ego and is self-aware • Takes a balanced, impartial approach

Working relationships

Reports to:	Retirement Commissioner
Member of:	Marketing
Direct reports:	2 Leads
External relationships:	External marketing and media businesses. Marketing personnel in relevant government agencies such as MBIE, MSD and others whose work impacts on retirement policy and financial capability. Various NGOs and other partners
Internal relationships:	Works collaboratively across all functions. A member of the Leadership team.

General competencies

Navigating for the Future

Leading strategically	Think, plan, and act strategically to engage others in the vision, and position teams and delivery partners to meet the current and future needs of New Zealanders. Actively contribute to lifting the overall strategic capability of the leadership team.
Leading with influence	Lead and communicate in a clear, persuasive, and impactful way; to convince team members to embrace change and take action.
Engaging others	Connect with and inspire others to build a highly motivated and engaged team
Engaging with stakeholders	Focus on positive relationships and building consensus - whether working with industry, government agencies, community groups, or NGOs.
Thought leadership	Provide thought leadership and help lead the conversation and debate about retirement-related issues for government and the wider public.

Identifying and developing talent



Enhancing people performance	Manage people performance and bring out the best in team members to deliver high quality results
Developing talent	Build team capability through coaching and provision of development opportunities
Enhancing team performance	Build a cohesive and high performing team
Stewardship – of people, functions, organisation and systems	
Enhancing organisational performance	Drive innovation and continuous improvement within remit
Enhancing system performance	Work to identify and implement improvements to team systems and processes
Making it happen with and through others	
Achieving ambitious goals	Demonstrate achievement, drive, resilience, optimism, and delivery-focus to make things happen and achieve ambitious outcomes.
Managing work priorities	Plan, prioritise, and organise work to deliver on short and long-term team objectives
Achieving through others	Effectively delegate and maintain oversight of work responsibilities of team members
Flexibility	Take a creative approach; work cheerfully within and across teams to tackle different activities to improve outputs and help other team members

Specific responsibilities and accountabilities

Pillar	Responsibilities
Trusted Information	<ul style="list-style-type: none"> • Working closely with the Director, Financial Capability and the Director, Stakeholder Relations, lead the development and implementation of the Sorted marketing strategy and plan including objectives, target audiences, content, channels and timeframes • Ensure marketing communication is of high quality, aligned to our mission, and consistent with the marketing and branding strategy including the brand standards and content style guides, messaging, look and feel • Ensure the team uses data, insights and channel best practice techniques so that marketing content is innovative, relevant, engaging for its target audience and forward-looking • Ensure qualitative and quantitative insights garnered from marketing research and consumer insights is understood within the organisation • Oversee digital product management, delivery and continuous improvement aligned to product and digital strategy • Oversee effective and fully compliant management of customer data



	<ul style="list-style-type: none"> • Champion best-practice behavioural change principles into Sorted products and online services • Working with the Director, Stakeholder Relations, ensure regular review of tools, data, and key financial capability information and assumptions provided to Sorted users • Develop and implement a robust monitoring and evaluation framework that actively measures effectiveness, reach and results of all marketing activities, and use results to inform change • Work collaboratively with the Director, Māori Development to ensure content is culturally appropriate, respects Te Ao Māori and integrates Te Reo
Effective Collaboration (external)	<ul style="list-style-type: none"> • Lead agency partner relationships across web design, media and creative • Lead and oversee channel planning, calendar development for reach, retention, acquisition across paid and owned channels, including search, email marketing and social media • Oversee strategy, planning and activities for sector events such as Money Week and Sorted initiatives • Ensure engagement and reach approach is constantly reviewed, and future focused • Collaborate with external partners as opportunities arise for cross-sector audience engagement
Effective Collaboration (internal)	<ul style="list-style-type: none"> • Lead and develop a high-performing team that works effectively and collaboratively with others • Ensure alignment of activities across earned channels through collaboration with Director, Stakeholder Relations • Encourage and lead effective cross-team collaboration including efficient work practices and useful joint projects • Acknowledge other team members' skills, experience, knowledge, creativity, and contributions • Facilitate open communication and listen to feedback and input from other team members • Communicate respectfully and constructively to all team members • Actively participate in team and organisation wide meetings and events • Collaboratively develop solutions by seeking others' ideas and suggestions • Willing to openly share information and help team members in need • Understand diversity - cultural differences, gender, multiple viewpoints, special interest groups and age differences
Safety, Health and Wellbeing (all positions)	<ul style="list-style-type: none"> • Te Ara Ahunga Ora is 100% COVID-19 vaccinated workplace – when joining our organisation, there is an expectation that employees will be vaccinated. • Take reasonable care of own health and safety and ensure that actions don't cause harm to yourself or others



	<ul style="list-style-type: none"> • Comply with any reasonable instructions, policies or procedures on how to work in a safe and healthy way • Rectifying minor health and safety issues where authorised and safe to do so • Reporting any hazards including unsafe conditions, equipment or practices, as soon as practicable • Ensure not under the influence of alcohol, drugs or medication which affects your ability to perform duties safely or efficiently • Report any incidents or injuries sustained while working and seeking appropriate first aid • Ensuring all health and safety equipment is used correctly
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Position Specific Skills and Experience

- Demonstrated understanding of behaviour change research, strategies, and trends, and how to use them to drive product and marketing strategy development
- Extensive experience in developing and implementing best in class marketing strategies and plans
- Commercially savvy with a strong understanding of, and an ability to articulate, the return on investment of all marketing activities
- Demonstrated ability to stretch the marketing dollar
- Strong proficiency in technology and marketing innovation, with history of integrating data and analytics into new customer approaches
- An excellent strategist that makes long connections from many data sources: an active and creative approach to problem solving
- Excellent project management and negotiation skills
- Excellent communication, including public presentation, writing, and verbal skills
- Proven ability in building and maintaining trusted, respected relationships with colleagues, and internal and external stakeholders
- An ability to prioritise, multi-task and collaborate effectively and efficiently in a fast-paced environment
- Degree qualified in a suitable discipline
- At least 10 years' experience in a relevant marketing role

Acknowledgement

This position description serves to illustrate the scope and responsibilities of the position and is not intended to be an exhaustive list of all tasks and duties. You will be required to perform other job-related tasks as requested and as necessitated by the development of this role and the organisation. This position description may also be modified and updated from time to time to reflect these changes.

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

Employee

Date



Manager

Date

