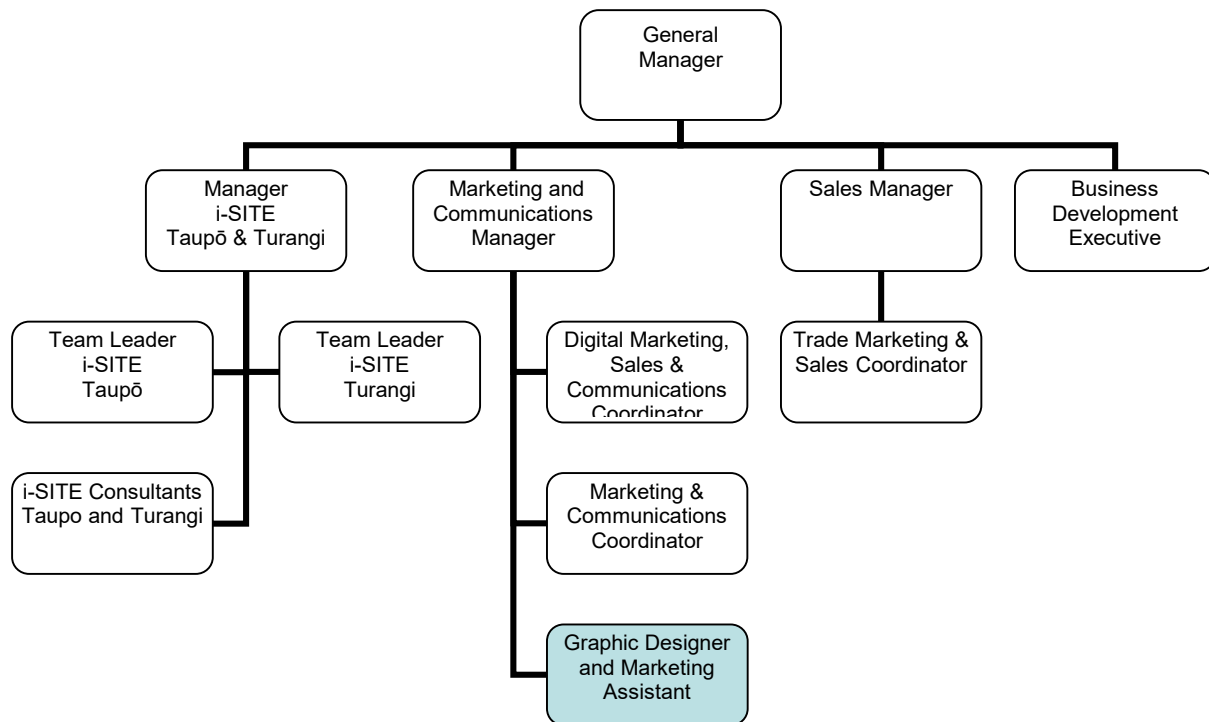


Destination Great Lake Taupō

JOB DESCRIPTION

Job Title:	Graphic Designer & Marketing Assistant
Department:	Destination Great Lake Taupō
Responsible To:	Marketing and Communications Manager
Responsible For:	N/A
Location:	The Hub, 32 Roberts Street, Taupō
Job Purpose:	This job exists to: <ul style="list-style-type: none">○ Oversee design and production of all collateral, digital and offline media, and other brand and communication materials using the Love Taupō brand design system○ Ensure that brand guidelines are adhered to across all design outputs○ Assist in general marketing and sales administration.○ Assist with media famils, hosting and film permit applications○ Manage/attend key business and industry events.
Date Last Updated:	December 2018

Organisation Context:



Functional Relationships:

External

- Tourism Operators
- Councillors and Council Staff
- Events Capital Staff
- Enterprise Great Lake Taupō Staff
- Town Centre Taupō Staff
- Chamber of Commerce Staff
- Tourism New Zealand
- Regional operators
- Media
- NZTA
- Tourism Industry Association
- Tourism industry groups (i.e. Bike Taupo, Turangi Tourism Operators etc)
- Visitors
- Suppliers (i.e. printers, web agency, digital agency, design agency)

Internal

- Destination Great Lake Taupō staff
- Destination Great Lake Taupō Board
- Tourism Board
- i-Site Visitor Centre Staff

Key Result Areas:

The position of **Graphic Designer & Marketing Assistant** encompasses the following major functions or Key Result Areas:

- ❑ Graphic Design
- ❑ General Marketing Assistance & Support
- ❑ Famil Co-ordination and Hosting
- ❑ Relationship Management
- ❑ Corporate Contribution
- ❑ Health & Safety

Key Result Areas:

Jobholder is accountable for	Jobholder is successful when
KRA 1 Graphic Design <ul style="list-style-type: none"> o Oversee concept development, design and delivery of the Love Taupo suite of collateral (brochures), merchandise and digital outputs using the Love Taupo brand design system o Oversee design and production of digital media o Support in the creation of photo/video content to support campaign and marketing activity, including video editing. o Liaison with external agencies, designers, printers and other suppliers as necessary o Support with development and delivery of content for use on our web and social platforms, including inbound marketing software. o Developing content for other sites/publications. 	<ul style="list-style-type: none"> o Brand integrity is maintained across all design deliverables o Design brief is delivered on brand, in scope and on budget. o Project schedule is managed effectively and within budget. o Content produced is highly engaging, inspiring, timely and well-integrated to broader marketing activity. o Material is optimised to support campaign tactical plans and overall strategic direction. o DGLT publications / brochures are of high quality, meet market demand, and adhere to DGLT brand guidelines.
KRA 2 General Marketing Assistance and Support <ul style="list-style-type: none"> o Undertake online and off-line marketing activities as required. o Produce internal and external reports as requested. o Assist in planning, implementing and reporting on campaigns. o Support with implementing online / digital aspects of campaigns. o Planning and booking media and advertising as required. o General marketing support as required. 	<ul style="list-style-type: none"> o Ensure all marketing activities are produced on time and are accurate. o Marketing team is effectively supported in areas of responsibility. o Campaigns are run in a timely and professional manner. o Advertising and media is booked in a timely manner when required. o Data is accurately recorded and interpreted.
KRA 3 Famil Co-ordination & Hosting <ul style="list-style-type: none"> o Facilitating and hosting famils of region for media and Tourism NZ. o Organising and preparing itineraries for international media, working closely with Tourism New Zealand and designing Taupo regional itineraries. o Applications and processing of film permits for and on behalf of DGLT, TNZ, film crews and media. 	<ul style="list-style-type: none"> o Organise and host familiarisation trips in a professional manner. o Ensure that all familiarisation trips comply with TNZ and DGLT policy/plans. o Film permits are processed on time, in a professional manner and policy is adhered to.

Jobholder is accountable for	Jobholder is successful when
KRA 4 Relationship Management <ul style="list-style-type: none"> Communicating and liaising with external stakeholders, local operators and suppliers. Attend industry functions and meetings as required. Establishing, developing and maintaining cooperative relationships and partnerships with media, trade, and key stakeholders and customers. Educating operators in marketing and collaboration opportunities with DGLT. 	<ul style="list-style-type: none"> Maintain a positive professional relationship with stakeholders. Handle all duties with tact, diplomacy and confidentiality.
KRA 5 Corporate Contribution <ul style="list-style-type: none"> Being a team player relative to support for, adherence to, and compliance with the organisations governance and corporate plans, rules, policies, procedures, strategic and business plans. Work behaviours maintain the organisation's integrity and credibility with both internal and external relationships. Showing support for organisation development initiatives e.g. contributing to a positive working culture / environment and being open to change. Participating in performance development processes. Fulfilling required emergency management contribution. Ensuring proper care of company plant and equipment. Fulfilling administration-reporting requirements (eg. expense sheets, annual reporting). Corporate records are captured into DGLT's official document management system. 	<ul style="list-style-type: none"> Corporate responsibilities are undertaken and completed accurately, meeting specified standards and within agreed timeframes. Positive work behaviours are maintained. Flexibility and adaptability shown in relation to strategic changes both at a governance and management level. Positive contributions to the organisation's team culture are valued. Reporting requirements are completed in a timely and accurate manner. DGLT's official document management system is adopted and used.

Jobholder is accountable for	Jobholder is successful when
KRA 6 Health & Safety <ul style="list-style-type: none"> o Every employee shall take all practicable steps to ensure <ul style="list-style-type: none"> (a) the employee's safety while at work. (b) that no action or inaction of the employee while at work causes harm to any other person. o Undertaking Health & Safety projects assigned. o Using PeopleSafe as the tool for management of H&S. 	<ul style="list-style-type: none"> o DGLT Health and Safety policy is adhered to. o DGLT Safety Plans are followed/implemented. o Records information, stories etc using the DGLT PeopleSafe software. o Participates in the prompt identification, reporting, management of established controls of risks and hazards. o Undertakes any specific job training as required. o Participates in the Rehabilitation and Return to Work process. o Works safely in a manner which will not cause harm to themselves or others. o Follow safe work related requirements e.g. Legislation, Regulations, Standards, ACOPs, Best Practise Guidelines, established work procedures (SOPs), work rules, policies and instructions etc. o Is proactive and participates in any safe work related activities/projects/objectives.

Note

The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance development system.

Person Specification:

Qualifications

Essential:

- Graphic Design qualification

Desirable:

- Tertiary Degree
- Marketing / Digital Marketing / Media / Communications qualification

Knowledge / Experience

Essential:

- Graphic design
- Marketing experience
- Communication and presentation skills

Desirable:

- Local knowledge of the region
- Experience in the tourism industry
- Digital marketing experience
- Writing and editing skills
- Video editing skills

Key Skills/Attributes/ Job Specific Competencies
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The following levels would typically be expected for the 100% fully effective level:

Expert	<ul style="list-style-type: none"> – Graphic design skills – Organisational skills – prioritising workload alongside accurate and speedy responses to all leads and enquiries. – Passionate about the Taupō region – being a representative of the region at all times and hosting guests to the region – Attention to detail – Teamwork
Advanced	<ul style="list-style-type: none"> – Media / marketing / digital / communications skills – Project management – Computer skills – Communication and presentation skills
Working Knowledge	<ul style="list-style-type: none"> – Report writing – Budget and financial management – Database management – Video editing – Copywriting and editing
Awareness	<ul style="list-style-type: none"> – Political issues – Cultural issues – Strategic thinking – Health and Safety – Environmental Issues

Key Behaviours for all staff as part of Performance Development:
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- Communication
 - *We communicate openly and clearly*
- Integrity
 - *We are consistent, trustworthy and honest in our dealings with self and others*
- Respect
 - *We value others for their contribution*
- Teamwork
 - *We work together, supporting each other, to stay focused and on track*
- Customer Focus
 - *We empathise with and respond to the needs of all customers*
- Leadership
 - *We all have clear directions and are empowered*
- Innovation
 - *We initiate positive change and develop more effective ways of working*

Other Requirements

A current driver's licence
To work after set hours
Respond to emergency situations

Hazards Associated with the Position

Destination Great Lake Taupō is committed to ensuring that health and safety will not be compromised by either the work environment or work process and procedures by:

- Providing a safe and healthy work environment;
- Reducing the risk to employees arising from identified hazards.

Destination Great Lake Taupō will take all reasonable steps to ensure that an individual is not appointed to a position that will endanger their health, by ensuring that significant hazards associated with the position are identified.

Before you are offered the position you may be required to complete a health questionnaire which will formulate a baseline health status to ensure that potential risks to employees are identified.

Activity	Hazard
Keyboard on computer	RSI/Bad posture/Eyesight
Public contact	Verbal abuse
Hours of Work	Tired/stress
Driving	Normal hazards of driving
Lifting/Setting up of displays	Physical stress on back etc

Delegated Authority

Nil

Change to job description:

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment– including technological requirements or statutory changes. Such change may be initiated as necessary by the manager of this position. This Job Description may be reviewed as part of ongoing organisational development. (A review in job size and possible impact on remuneration structure of the position will only be considered where change to the position is significant (guideline: significant would typically involve a 25% change in the complexity / accountability of the role.)

..... Date:
Approved: (General Manager)

..... Date:
Employee: