



Position Description

POSITION	Marketing Manager (Full-Time, Permanent)
HOURS	40 Hours per Week
LOCATION	Wellington
RESPONSIBLE TO	Group Marketing Director
EFFECTIVE	May 2024
CONTRACT DURATION	Salaried, Permanent

Context of the Position

Building on our marketing success to date, *Allen + Clarke* is looking for a motivated Marketing Manager who is looking for their next step. This role will see you lead and contribute to a wide range of marketing activities, from events and webinars to social media, email and SEO. You'll have the unique opportunity to hone your skills in most aspects of a marketing function and lead our continued audience growth.

This is a permanent, full-time time role requires 4 years or more of marketing experience. As a core part of our small team, you will work with a wide range of team members including consultants, external agencies and providers, and the Group Marketing Director. You'll lead strategy development, campaign execution, and content creation.

About *Allen + Clarke*

Allen + Clarke is a consultancy that supports the public sector, not for profit and private sector clients in New Zealand, Australia, the Pacific and Asia. Operating for more than 20 years, we have grown to over 60 team members across our offices.

Allen + Clarke has proven expertise in:

- Organisation strategy and planning
- Evidence-based policy, research, and evaluation
- Project and programme management
- Consultation and engagement processes
- International development assistance

Allen + Clarke delivers work to clients using individual staff (consultants) and specially formed project teams. Consultants draw on the experience and skills of all staff from across *Allen + Clarke* to ensure we deliver excellent support and advice to our clients.

Purpose and Key Accountabilities

The Marketing Manager will report to, and work closely with, the Group Marketing Director to deliver impactful marketing activities aligned with our marketing and content strategies. This role has a broad scope and significant autonomy to make decisions and shape *Allen + Clarke's* positioning in the market. As we are a small team, you will have a lead role in all aspects of a marketing function from strategy and budget management to content drafting and event management.

Role purpose	Key Accountabilities and Deliverables
Marketing Strategy	<ul style="list-style-type: none"> Support the development of A+C brand positioning for target audience segments Support the maintenance of our brand, including our consulting teams' use of brand assets Manage the channel and content strategy, with a focus on owned channels and content. Manage our calendar of marketing activity, ensuring content is created and distributed accordingly Support campaign performance reporting, optimising campaigns and investment based on performance Maintain and develop relationships with external partners – marketing agency, videographer, graphic design, and more Support the use and development of AI generated content and processes to enhance our audience experience
Channel Management	<ul style="list-style-type: none"> Work with external providers to maintain and improve our web presence, including the continuous development of a new global site Increase our use of marketing automation, particularly email, significantly growing this channel
Content Creation	<ul style="list-style-type: none"> Work with internal experts to create unique content that promotes our experience and expertise Accelerate the speed of content creation by drafting copy where relevant Ensure content flows through our creation process smoothly and efficiently, including final sign off before distribution
Campaign Execution	<ul style="list-style-type: none"> Conceptualise and execute multi-channel campaigns across the prospect and client lifecycle, ensuring the alignment of messaging across all channels Use email marketing software to select audiences and personalise content at delivery Use front-end editor on SilverStripe to manage regular website updates to ensure alignment with campaigns Manage campaigns from conception to completion and review
Stakeholder and agency management	<ul style="list-style-type: none"> Understand internal stakeholder requirements and deliverables to assist in campaign development Support and collaborate with internal experts, helping them invest the appropriate level of effort in content creation Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs and strategies

Role purpose	Key Accountabilities and Deliverables
Data management	<ul style="list-style-type: none"> • Utilise our expanding data pool to maximise engagement in campaigns and inform strategy optimisation • Support the management of client data to maintain accuracy for marketing purposes • Understand market insights to inform future outreach strategies to generate more qualified leads

Who we're looking for

Qualifications

A tertiary qualification, relevant experience or micro-credential in marketing, business, or related field. Is required

Experience

- More than 4 years of professional marketing experience.
- Proven ability to create and manage high-quality content and campaigns.
- Experience in website development or support is desirable.
- Use of AI to support content generation.

Technical knowledge

- Strong understanding of marketing automation tools and AI applications in content creation and personalisation.
- Demonstrable ability to write clear, engaging content using plain language principles.
- Proficiency in managing social media platforms, especially LinkedIn.
- Use of AI image editing and text generation models for content creation and optimisation.

Personal attributes

- Excellent written and verbal communication skills.
- Highly organised and able to manage multiple tasks and deadlines.
- Collaborative, proactive, and adaptable to changing priorities.
- Self-motivated and driven