



## POSITION DESCRIPTION

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### Digital Marketing Manager

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Te Puia is located in Rotorua within the Te Whakarewarewa Geothermal Reserve and serves as the home of the New Zealand Māori Arts and Crafts Institute (NZMACI). Operating under the NZ Māori Arts and Crafts Vesting Act 2020, Te Puia is an iwi-owned organisation with a mission to protect, promote, and perpetuate Māori culture.

While visitor-related activities generate much of its revenue, Te Puia is deeply rooted in its cultural legacies, striving to uplift and sustain the traditions of Māori arts and crafts.

Te Puia is committed to fostering a supportive and growth-focused workplace. Employees are encouraged to thrive professionally and personally, with an environment that prioritises well-being, proactive support, and meaningful recognition for contributions.

## OUR WHY

Toitū te ahurea Māori – Leaders in uplifting Māori culture.

## TE PUIA VALUES

Tuku Iho – Tiaki – Manaaki – Whakanui

## TE PUIA PRINCIPLES

<i>Teamwork:</i>	Consistently demonstrate an unselfish commitment to working with others to create a collaborative culture.
<i>Passion for Customer:</i>	A positive relationship through outstanding service with each and every interaction.  Understanding our manuhiri and what they want.
<i>Integrity:</i>	Upholding the highest ethical standards and promote trust and respect.
<i>Excellence:</i>	Exceeding expectations and taking intense pride in everything that we do every day.
<i>Leadership:</i>	Having the courage to rise above challenges through adversity that will inspire others. Providing a supportive, safe, and healthy workplace.
<i>Innovation:</i>	Imaging what is possible and being brave. Fostering creativity that challenges constraints and drives progress. Being adaptive and flexible.
<i>Guardianship:</i>	Take care of the land, environment, and other assets for future generations.

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### **Position reports to:**

GM Sales & Marketing

### **Direct reports to position:**

Nil

### **Key Relationships (Internal):**

Sales & Marketing team; IT, eCommerce, Reservations and admissions, GM Visitor Experience; GM NZMACI; NZMACI Managers, Tumu, and Students; GM Operations & Site Development and Managers; GM Finance.

### **Key Relationships (External):**

Destination Rotorua and our local industry operators; TNZ (Tourism NZ); PR agency; Website agency; Creative & Digital Media agency.

### **Purpose of position:**

As the Digital Marketing Manager, you will be responsible for developing and executing digital marketing strategies to promote Te Puia | NZMACI across online channels. Leveraging your expertise in digital marketing channels and platforms, you will drive engagement, increase brand awareness, leverage data insights and ultimately boost visitor numbers. You will work closely with internal teams and external partners to ensure that our digital marketing efforts align with our overall objectives and deliver measurable results.

**Key Accountabilities:**

Focus Area	Accountabilities
Digital Marketing Strategy	<ul style="list-style-type: none"><li>• Develop and implement comprehensive digital marketing strategies to promote Te Puia   NZMACI, this includes our attraction experiences, events, F&amp;B, retail and wānanga - increase brand awareness, drive traffic, and generate leads.</li><li>• Develop and optimise customer journey maps, personas, and lifecycle marketing strategies, ensuring alignment with business goals and objectives.</li><li>• Stay abreast of industry trends, emerging technologies, and best practices in digital marketing, and incorporate them into our strategies.</li><li>• Focus on establishing well respected industry relationships resulting in the strong advocacy for Te Puia.</li></ul>
SEO & Website Management	<ul style="list-style-type: none"><li>• Optimise website content, structure, and performance for search engines (SEO), including keyword research, on-page optimisation, technical SEO audits, and link-building strategies to improve organic search rankings and drive traffic.</li><li>• Monitor and analyse website traffic, user behaviour, and conversion rates using analytics tools (e.g., Google Analytics), and implement data-driven optimizations to enhance website performance and user experience.</li><li>• Manage digital channels: website, social media, Google pages, Trip Advisor etc.</li></ul>
Advertising	<ul style="list-style-type: none"><li>• Manage and optimise digital advertising campaigns across various platforms, including Google Ads, Facebook, Instagram, LinkedIn, YouTube and other relevant channels.</li><li>• Plan and deliver advertising across both digital and traditional channels, including radio, print, magazines, advertorials, and the development of advertising collateral such as brochures and catalogues.</li><li>• Manage budgets effectively, allocate resources efficiently, and ensure maximum return on investment (ROI) for digital marketing activities.</li></ul>
Content Creation & Management	<ul style="list-style-type: none"><li>• Create and curate compelling content for digital channels, including website, blog, social media, email newsletters, and digital advertising.</li><li>• Work alongside the marketing manager on design, content, and production of new marketing materials for the digital mediums.</li></ul>
Email & CRM Marketing	<ul style="list-style-type: none"><li>• Design and execute email marketing campaigns, including segmentation, automation, A/B testing, and performance analysis, to drive customer retention, upsell/cross-sell opportunities, and loyalty.</li><li>• CRM and Customer Data Platform (CDP) management - leverage customer data to drive personalised communications and engagement across multiple touchpoints. Ensure accurate data</li></ul>

	collection, segmentation, and integration with other marketing systems to create a unified view of the customer journey.
Collaboration & Relationship Building	<ul style="list-style-type: none"> <li>• Collaborate with the systems and technology manager on the optimisation of the e-commerce platform and how it connects with the website and SEO, including product listings, pricing strategies, promotions, sales funnel and conversion rate optimisation (CRO) initiatives.</li> <li>• Work alongside the marketing manager collaboratively with agencies - creative, website and media.</li> <li>• Collaborate with internal teams, such as sales, marketing, communications, eCommerce and IT, to ensure alignment and synergy across marketing efforts.</li> <li>• Cultivate relationships with tourism partners, influencers, and stakeholders to amplify our digital marketing reach and impact.</li> </ul>
Compliance & Safety	<ul style="list-style-type: none"> <li>• Stay informed about relevant regulations, compliance requirements, and ethical considerations related to digital marketing in the tourism industry.</li> <li>• Always ensure staff and customer safety by: <ul style="list-style-type: none"> <li>○ Reporting any health, safety, security hazards, and accidents through the appropriate reporting and action methods.</li> <li>○ Be fully conversant with organisational Health &amp; Safety (H&amp;S) procedures and policies.</li> <li>○ Participate in H&amp;S in the workplace; provide input to H&amp;S initiatives.</li> <li>○ Be able to identify hazards and rectify them immediately, or according to that 'all practicable steps' criteria and company hazard procedures.</li> <li>○ Actively promote safe work practices within the team.</li> <li>○ Help to investigate and determine underlying causes of accidents and provide solutions to prevent re-occurrences.</li> </ul> </li> </ul>
Additional Responsibilities	<ul style="list-style-type: none"> <li>• To undertake any other responsibilities or duties as may be assigned by Te Puia management.</li> </ul>

### Key Role Outcomes

- At the heart of the role, is learning and understanding the message that you will need to communicate. It is critical to fully understand the culture, position and kaupapa of Te Puia NZMACI Limited Partnership, to achieve the right tone across all communications.
- Maintain a robust digital marketing strategy, which increases brand awareness, drive traffic, and generate leads.
- All parts of the organisation should reflect the strategy in their own understanding and activity.
- Maintaining web-related media and resources so that they are accurate and performing at peak performance from a customer journey perspective.

- That engagement and conversion via our social and digital channels increases steadily over 12-months, supporting the ROI measures of the domestic marketing campaign.
- Campaign results are readily analysed and alongside dashboards, provide the GM Sales & Marketing the data needed to support campaign activity.
- Any new marketing materials align with our brand guidelines and objectives.
- New product ideas and strategies are shared and actioned within the Sales and Marketing team.
- Constantly striving for excellence.
- Excellent application of all skills, knowledge and resources enabling all activities to be accomplished within time, quality and financial goals and objectives.
- Be available to meet the customer service needs of the business, as required.
- Flexibility to undertake several tasks and functions across the organisation from time to time, as directed.

### **Person Specifications**

- Tertiary qualification in Digital Marketing, Marketing, Communications, Business Administration, or related field, or relevant industry experience (hospitality/tourism). Please also outline any short courses or workshops in digital marketing.
- Proven working experience in digital marketing, with a minimum of two years in a similar role.
- Solid understanding of digital marketing concepts and best practices.
- Experience managing SEO/SEM, email marketing, social media, and/or display advertising campaigns.
- Proficiency with digital marketing tools and platforms such as Google Analytics, Google Ads, Facebook Business Manager, etc.
- Strong analytical skills and data-driven mindset, with the ability to interpret and leverage marketing data to make informed decisions.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Proven leadership and team management capabilities.
- Strategic planning, project management, and relationship building skills.

### **Acknowledgement:**

I confirm that I have read and understand the duties and responsibilities outlined for this role. I commit to performing my role in a manner that supports the success of Te Puia, contributes meaningfully to its growth and development, and upholds its core kaupapa, values, and objectives with integrity and dedication.

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_