



Job Description

Role Title: Communications and Content Manager - Fixed Term (9 months)

Updated: November 2023

Wellington Culinary Events Trust: The Wellington Culinary Events Trust (WCET) is an independent not-for-profit trust that brings you iconic events Visa WOAP and Beervana.

Established in 2014, Wellington is the only city in New Zealand to have an independent organisation dedicated to promoting food and beverage within its region.

We're focused on making Wellington globally famous as one of the most creative culinary destinations in the world by telling Wellington's food story. We do this through creating world class events, festivals and activities that connect consumers with industry, producers, and suppliers.

We value diversity in thinking, people, and approaches. We are open, supportive, hardworking, and committed to playing our part in making Wellington a great place to live.

Purpose of Role: The role of the Communications and Content Manager, under the guidance of the Head of Marketing & Communications, is to plan, implement and manage all communications and public relations activities and relationships related to Visa WOAP, Beervana, and any other activities that the WCET may be involved in.

The Communications and Content Manager will be responsible for all content development and ongoing management, along with managing our overall tone of voice and industry / stakeholder communications.

The Communications and Content Manager will also ensure that all agreed communications benefits that are promised by sponsors are being delivered by sponsors to the WCET and communications benefits by the WCET to sponsors.

The Communications and Content Manager will work closely with the Marketing Manager, the Visa WOAP Manager, the Beervana Manager, the Head of Business Development (Partnerships Manager), and others in the organisation to deliver on all our communication and content obligations.

This role is a 9 month Fixed Term role (February to October 2024).



Reports to: Head of Marketing & Communications, Wellington Culinary Events Trust

Direct Reports: None

Contracted Reports: Freelance writers and content creators, and marketing service providers as required

INTERPERSONAL CONTACTS

Internal: Close working relationships with all staff across the WCET

External:

- Local, national, and international media and influencers
- Stakeholders and Partners including WellingtonNZ, the Wellington City Council, and commercial partners
- A wide range of public, private businesses and individuals associated with or aligned to the culinary, brewing, and tourism sectors.

KEY RESULT AREAS: Specific projects and/or work programmes and performance standards will be developed from the annual business plan, discussed with the employee and set annually. The main areas of focus include:

Strategic Planning

- Feed into the WCET Strategic Planning process including setting annual key performance indicators
- Contribute to the marketing and communications plans for all WCET properties, leading the development of communications and content plans, including PR & media, influencers, social media, and eDMs.
- Proactively identify opportunities that position WCET and the individual activities of the Trust as an influential, respected and knowledgeable organisation in the areas of culinary tourism and culinary festival events (a trusted source)
- Report to the Head of Marketing & Communications Manager on communications and content activity. This may include reporting to the Board.

Communications and Content Management

- Oversee the overall management of all communications and content activities related to the WCET from planning to execution
- Create annual communications and content plans for all WCET properties in consultation with relevant internal and external contacts in line with budget expectations and success measures
- Identify and foster positive relationships with key national and international media that positions Wellington as the Culinary Capital and WCET as an influencer in food and drink tourism
- Leading the production of copy and content for WCET's social media and owned channels (such as Instagram, Facebook, blogs, eDMs), with the support of freelancers and the wider WCET team



- Prepare communications, content, eDM, and social media evaluation reports for all WCET activities
- Manage day-to-day media enquiries and ensure adequate risk management plans are in place as agreed with the Head of Marketing & Communications and Chief Executive
- Work with the Head of Marketing & Communications and Festival Managers delivering ongoing content creation to support key projects and festivals
- Ensure that all communications and content assets are made available to the Head of Business Development for pitching in a timely manner
- Work in collaboration with the Head of Business Development to prepare the communications and social content elements of all sponsor proposals, as required
- Support the Head of Marketing and Communications and the Head of Business Development to identify and leverage opportunities for sponsors (i.e. selling in sponsor-initiated activations,)
- Maintain professional and regular contact relationships at all times with existing public relations & communications partners
- Complete communications and content reports for all WCET properties in a timely manner.

Content and Social Media management

- Contribute to the success of all WCET properties and activities, leading the creative development of planning, production, execution, and management of content on WCET owned digital channels, including social media, blogs, and eNewsletters.
- Planning, updating, and delivering the content calendar across owned channels.
- Day-to-day management and moderation of WCET social channels across all properties, including developing a roster to ensure that customer and stakeholder enquiries are responded to in a timely manner.
- Work closely with the Brand & Marketing Manager to source and plan content for WCET's owned channels, ensuring that photography, video, and other visual content is produced that aligns with and amplifies written content.
- Monitor social media and content trends, providing trusted advice and expertise on social media and content strategies, reputation risks or opportunities.
- Use analytics and tools to manage and report on social media channels.
- Prepare data, analytics and content for reporting and funding submissions as required

Events Public Relations & Communications



Work closely alongside the Head of Marketing and Communications and Brand & Marketing Manager to ensure that:

- the annual communications and content plans for all WCET properties deliver to sponsor requirements and leverage all the assets made available through commercial partnerships
- sponsor requirements are considered in the briefing, liaison and management and creation of all relevant WCET content, including digital content and social media activity.

Work closely with the Head of Marketing & Communications and other internal and external stakeholders to ensure that:

- Communications and content plans are implemented for one-off activities and events that are commissioned or developed for/by the WCET. This may include international works and/or installations that may have their own public relations & communications guidelines that need to be adhered to.

Stakeholder and Industry Relationship Management

- Manage the WCET Stakeholder and Industry Communication Strategy
- Be a key liaison with industry participants and partners
- Champion the WCET Tone of Voice Guidelines, developed in consultation with all staff

Budget Management

- Manage any allocated budgets in a prudent manner and identify key ways to maximise the return on our investment for specific managed projects
- Find efficiencies and cost savings as appropriate.

Project Management

- Deliver other key WCET marketing projects, as directed by the Chief Executive and/or Head of Marketing & Communications, such as:
 - the updating of WCET Profile document
 - managing WCET owned projects as agreed as part of the annual business planning process

Other

- Provide support for the Head of Marketing & Communications (as required).
- Ensure that all databases relevant to the WCET's communications activities are kept up-to-date
- Assist with other tasks as required
- The position will require some travel (within New Zealand) and after hours' activities associated with meetings, hosting and attending events.



SPECIFIC TECHNICAL SKILLS, QUALIFICATIONS & EXPERIENCE

- At least five to seven years' experience and a proven track record of success and achievement in PR or communications management environment
- Experience in a commercial business or not for profit is preferred
- Experience in food, culinary tourism and/or destination marketing is desirable
- Demonstrated ability to create and maintain a close-knit relationship with partners that result in tangible benefits to an organisation
- Strong demonstrated experience of effective creative, copywriting and content development
- Established media landscape knowledge and existing relationships throughout local/national and international food and tourism media
- Highly developed communication and interpersonal skills, including the ability to liaise with people at all levels in the business sector, in government and in the community
- Strong business writing skills
- A comprehensive knowledge of the culinary and brewing industry and an understanding of marketing in this sector would be highly advantageous
- A passion for Wellington and our superb culture of hospitality
- Proven action-oriented capability demonstrated by a track record of project initiation and development that resulted in successful outcomes meeting measurable performance criteria,
- Demonstrated ability to work within a high performing team that achieves outstanding results within limited finances. The ability to manage novel as well as routine situations.
- Ability to manage multiple projects efficiently and to prioritise competing commitments, preferably within event management
- Evidence of the ability to embrace technology and to develop new approaches to effective service delivery
- Proven business skills and demonstrated commitment to action and to delivering projects on time and on budget
- Prepared to work in an open and flexible environment
- Self-starter who is positive, energetic and prepared to go that extra bit to get the job done
- Tertiary qualifications in a related discipline would be highly regarded.

KEY COMPETENCIES/ BEHAVIOURS

Communication

Communicates information clearly, adjusting the way they communicate to suit the intended audience.

- Uses a range of appropriate communication tools and methods to communicate effectively.
- Can write in a style that is grammatically correct, well organised and easily understood.



- Communicates technical information and/or complex information in an easy to understand manner.
- Uses appropriate listening techniques to show interest.
- Shares information willingly with others.
- Presents arguments logically and summarises accurately.

**Relationship
Management/
Customer focus**

Proactively has an awareness of and acts to meet customer/ client needs.

- Helpful and honest when dealing with clients
- Provides clients with the appropriate levels of information in a timely fashion.
- Strives to be consistent in the way they deliver customer service.
- Seeks opportunity to interact with clients.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
- Seeks feedback on quality of service.

Work Organisation

Effectively organises all aspects of work in order to achieve high quality and timely output.

- Plans work effectively in order to meet deadlines set by projects/managers or clients.
- Negotiates workload and priorities.
- Uses available resources and tools as appropriate (computers, things to do lists etc.).
- Keeps the manager informed of plans and actions.
- Addresses or escalates conflicting demands.
- Ordered and methodical in the way they approach their work.
- Has the ability to work under pressure and deliver quality work within short time frames.
- Is flexible enough to work in a rapidly changing environment.
- Is able to multitask without compromising work quality.

**Initiative, Analysis &
Problem Solving**

Uses relevant information in analysis of issues and applies reason to reach conclusions from which practical recommendations are made.

- Takes ownership of problems and develops solutions.
- Uses a range of information gathering techniques to identify all relevant information.
- Considers potential implications, including political implications, of decisions.
- Takes action.

Teamwork

Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives

- Takes a lead role in wider team culture and development programmes.
- Acknowledges the contribution of others and participates effectively in teams.



- Addresses the issue rather than the person.
- Always maintains effective working relationships despite any difficulties caused by conflicting roles or differing viewpoints.
- Resolves differences of opinion by seeking mutually acceptable solutions.
- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- Seeks feedback from other team members.
- Is highly motivated and energetic and has a “can do” attitude.
- Is able to work in teams from across the organisation, not just within their area of speciality.

Financial and Risk Management

Effectively uses financial resources to achieve outputs. Applies overall understanding of financial issues and takes financial information into account when making decisions.

- Plans and negotiates budgets to ensure the business unit has the resources to effectively deliver agreed outcomes.
- Monitors and manages finances to remain within acceptable variances and takes appropriate action to report on variances/expenditure.
- Seeks value for money in all transactions and seeks to make the best use of all available resources.
- Plans for and manages risks and contingencies.
- Establishes administrative systems to allocate, prioritise and monitor specific areas of resource responsibility.
- Identifies risk and reports to the Head of Marketing & Communications and Chief Executive in a timely manner.

Attitude

- An ability to welcome change, meet a challenge, take up new ideas and identify emerging trends.
- A planned and organised approach to business and management.
- An ability to prioritise tasks, focus on urgent issues and maintain momentum on others.
- An ability to motivate, empower and enthuse
- A capacity to work within a dynamic environment
- A willingness to assist with all tasks and across different functions as required ensuring the organisation’s objectives are met.

PROUD TO BRING YOU

**FOOD + DRINK
NEW ZEALAND**

VISA | !O!
WELLINGTON ON A PLATE

BEERVANA

HIGHBALL
New Zealand Spirits & Cocktail Festival

WCET.ORG.NZ

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