



Job Description

Role Title: PR & Social Media Manager

Updated: January 2024

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 PR & Social Media 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 PR & Social Media Manager will be responsible for all content development and ongoing management, along with managing our overall tone of voice and industry / stakeholder communications.

The PR & Social Media Manager will work closely with the Brand & 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 PR and social media obligations.



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 sponsors.
- 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

- Contribute to the marketing and communications plans for all WCET properties, leading the development of PR and social media plans for Visa WOAP and Beervana.
- Proactively identify opportunities that position WCET and our Festivals as influential, respected and knowledgeable in the areas of food and drink tourism and events (a trusted source)
- Lead the overall management of all PR communications and social media content activities for Visa Wellington On a Plate, Beervana, and any other WCET properties from planning to execution
- Create annual PR & social media plans for Visa Wellington On a Plate, Beervana, and any other WCET properties in consultation with relevant stakeholders and in line with budget expectations and success measures
- Report to the Head of Marketing & Communications Manager on PR & social media activity. This may include reporting to the Board.

PR & Communications Management

- Identify and foster positive relationships with key national and international media and influencers that positions Wellington as the culinary and craft beer capital
- Manage day-to-day media enquiries and ensure adequate risk management plans are in place as agreed with the Head of Marketing & Communications and General Manager
- Prepare press releases, media pitches, media advisories, key messages, speaking points, speeches, and opinion pieces for WCET spokespeople as required



- Lead the production and editing of the WCET's annual report.
- Prepare PR reports for WCET properties, including Visa WOAP and Beervana

Maintain and grow relationships at all times with media, partners, and stakeholders. *Social Media and Content Management*

- Lead the creative development, planning, and production of written and visual content for Visa WOAP and Beervana's social media channels, including blog content).
- Create, maintain, and deliver on a social media content calendar that can be shared with stakeholders and partners.
- With the support of the wider WCET team, manage day-to-day community engagement and moderation of WCET social channels, ensuring that issues are monitored and 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 prepare reports on social media channels for the WCET board, partners and stakeholders

Partner and Industry Relationship Management

- Work in collaboration with the Head of Marketing Communications and Head of Business Development to:
 - prepare PR and social content elements of all sponsor proposals, as required
 - identify and leverage opportunities for sponsors (i.e. selling in sponsor-initiated activations)
 - ensure that WCET PR & social media plans and activity deliver to sponsor requirements
- Contribute to the development and execution of WCET's 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 General Manager and/or Head of Marketing & Communications, such as:
 - PR & social media plans a for one-off activities and events that are commissioned or developed for/by the WCET.
 - 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 in PR or communications
- A strong working understanding of and existing relationships with local and national media and influencers.
- Highly developed communication and interpersonal skills, including the demonstrated ability to create and maintain successful relationships with people at all levels in the business sector, in government, and in the community that result in tangible benefits to the organisation
- Demonstrated expertise in producing high-quality, engaging written content for a range of audiences and across a range of channels (including media releases, speeches, social posts, blogs, email newsletters, programme guides, annual reports).
- Practical experience with social media and eDM management tools (Meta Business Suite and MailChimp).
- A proven ability to work independently and collaboratively to plan, prioritise, coordinate, and execute projects with limited budget and to tight deadlines.
- A passion for the greater Wellington region and our culinary and craft beer community.
- Demonstrated ability to delivering projects on time and on budget



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.
- 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.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.

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
- Negotiates workload and priorities.
- Keeps the manager informed of plans and actions.
- Addresses or escalates conflicting demands.
- Has the ability to work under pressure and deliver quality work within short time frames.

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.

Teamwork

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

- Acknowledges the contribution of others and participates effectively in teams.
- Always maintains effective working relationships despite any difficulties caused by conflicting roles or differing viewpoints.



- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- 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.
- Identifies risk and reports to the Head of Marketing & Communications and General Manager in a timely manner.

Attitude

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

PROUD TO BRING YOU

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NEW ZEALAND**

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WELLINGTON ON A PLATE

BEERVANA

WCET.ORG.NZ

HIGHBALL
New Zealand Spirits & Cocktail Festival

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