

Marketing and Communications Manager

POSITION DESCRIPTION	
TITLE	Marketing and Communications Manager
REPORTS TO	Customer Experience Manager
LOCATION	Wellington
DIRECT REPORTS	7
DATE	May 2024

Site Safe

Our Vision

Proud to be Safe





Our Mission

Building Safer and Healthier Workplaces Together

Who We Are

Established as a not-for-profit society in 1999, Site Safe’s goal is to help reduce harm in the New Zealand construction industry. A membership-based organisation with over 6,000 members, we provide leadership, advocacy, and a range of services to support the industry to be safe. We help develop future health and safety leaders, provide education and resources, and give advice to businesses on solutions that make a real difference and ensure everyone goes home safe at the end of each day.

Our Values

	Safety	Safety and health are at the forefront of what we do and who we are.
	Attitude	We are respectful and honest. We believe with passion and work with integrity.
	Fairness	Our willingness to listen and learn enables continuous improvement towards excellence. We have inquiring minds and are open to change for the best outcomes.
	Engagement	Our sense of team and trusting relationships enables robust debate and best practice development.

Purpose of the Position

The purpose of this position is to:

- Develop, implement and manage marketing and communications strategies that support Site Safe's strategic business objectives through leadership and visibility in workplace health and safety.
- Lead the achievement of a balanced strategic brand recognition, visibility and equality.
- Develop and manage a central knowledge base to produce and deliver well positioned and tactical messaging to support Site Safe's goals and mission.
- Ensure that effective marketing and communications capability, systems and practices are available within Site Safe to support the strategic goals.
- Develop and support consistency in style and messaging (internally) to align with brand standards and best practice.

Key Responsibilities

1. Lead the Marketing and Communications team

- Live and role model our organisational values.
- Provide strategic and operational advice and expertise on marketing and communications.
- Lead and manage the work of the Marketing and Communications team in accordance with agreed business plans and budgets.
- Identify opportunities and risks and apply effective forward thinking in a changing environment.
- Create and lead an effective team through fostering a sense of connection and belonging, valuing diversity, planning, and prioritising, and creating a positive work environment.
- Inspire and motivate others through communication of the organisational strategy and goals; setting clear, meaningful individual goals aligned with these; providing feedback and coaching; and recognition and celebration.
- Develop team members by providing regular support for development; constructive feedback; and coaching and training for the ongoing development of individuals.
- Communicate often and openly with individuals and the team; and build strong relationships with and across teams.
- Work collaboratively and constructively with others across the business; encourage working together as one team; encourage understanding of how all individual roles contribute to our organisational success.

2. Marketing

- Develop and manage Site Safe's marketing and brand strategies to support the organisation's strategic plan, and annual business plans.
- Provide leadership in marketing, including online marketing, so that a balanced strategic brand recognition and visibility is achieved.
- Based on market insights, provide direction for marketing campaigns.
- Assist in developing effective marketing collateral that is consistent with Site Safe's brand.
- Manage Site Safe's advertising promotions and online presence (e.g. website content, e-newsletters, e-guides, e-alerts, online advertising, social media).

3. Communications

- Develop and manage Site Safe’s communications strategy to support the organisation’s strategic plan, and annual business plans.
- Manage Site Safe’s stakeholder communications (for example membership) to ensure they are timely, accurate and appropriate.
- Work closely across all parts of the organisation (especially leadership team level), providing clear and consistent support and advice on communications matters.
- Support the Chief Executive with internal and external communications objectives where required.
- Work in collaboration with the marketing and communications contacts of Site Safe partner organisations to identify and create opportunities for aligning messages and increase our reach.

4. Brand Management

- Provide oversight of all design content and branding of all Site Safe visual presence including product brands (e.g. SiteWise, SiteRight and SiteSmart).
- Identify reputational risk to brand and develop strategies for ELT’s approval to manage that risk.

5. Events

- Manage the delivery and strategy of Site Safe’s presence at industry trade shows, conferences, and Site Safe events.
- Oversee the Site Safe Construction Health and Safety Awards and Certificate in Construction Site Safety Graduation events.

6. Health, Safety and Wellbeing

- Ensure that Site Safe is an exemplar of Health and Safety best practice.
- Ensure Site Safe health and safety policies and procedures are understood and applied, and any breaches or positive actions are managed appropriately.
- Identify and report on potential improvements to health and safety within the workplace.
- Encourage the wellbeing of employees.

Key Relationships

Internal	External
Customer Experience Manager	Site Safe members, stakeholders and customers
Group Manager - Customer Strategy & Support	Marketing and communications staff at government agencies e.g. WorkSafe NZ, ACC, MBIE
Chief Executive	Relevant external suppliers and agencies
Senior Leadership Team	Site Safe Sponsors
Marketing and Communications Team	Marketing and communications staff of trade association memberships

Person Specification

Experience, Knowledge and Qualifications

Essential:

- A tertiary qualification in business, marketing, or a related field
- People leadership experience
- Knowledge of Marketing and sales campaigns
- Communication and presentation skills
- Computer literate and technology savvy
- Experience with Customer Databases
- Strategic thinking with the ability to see the bigger picture and long-term solutions.

Desirable:

- Relationship Management experience, with key business customers
- A general understanding of how not for profit organisations operate and the key challenges of effective business development and marketing in such an environment.
- An understanding of health and safety systems, legislation, and construction business operations
- Knowledge of the construction industry

Personal Attributes

- Flexible and collaborative approaches.
- Success, drive and an outgoing personality.
- Excellent verbal and written communication skills.
- Influencing skills.
- Ability to think strategically and work pragmatically.
- Team player with excellent relationship management skills to work across the business.
- Ability to think innovatively and creatively.
- Demonstrates commitment to the Site Safe values.