

Manager – Brand and Digital Production

Horopaki | Context

Kaunihera Taiao ki Waitaha | Canterbury Regional Council, also known as Environment Canterbury, is the Regional Council for the largest region in Aotearoa/New Zealand, covering an area of 44,500 square kilometres, with a population of approximately 700,000.

As a regional council, we are responsible for managing natural resources including air, soil, water and land. We work in partnership with mana whenua Ngāi Tahu to protect the health of our environment to ensure a sustainable and prosperous future for our region.

The region's evolving environmental and political context means we will continue to be agile and adaptive, as we respond to regulatory and environmental changes.

Our mahi (work) is organised around the delivery of our three core services:

- Environmental Regulation and Protection
- Community Preparedness and Response to Hazards
- Public Transport

We are guided by our strategic drivers (pou):

- Putting the community and our customers at the heart of everything we do
- Growing our relationship with mana whenua into a true partnership
- Maturing our governance model and understanding of our political environment
- Removing pain for our people (and customers) by improving our systems and processes.

Our mahi is also underpinned by our values:

- Kaitiakitanga (stewardship)
- Pononga (integrity)
- Manaakitanga (people first)
- Whanaungatanga (collaboration)
- Māiatanga (can do).

Aronga | Purpose

The purpose of this role is to lead strategic marketing efforts focused on social and behaviour change, supporting public good outcomes aligned with Environment Canterbury's priorities. It ensures marketing is purposeful, proactive, and integrated across the wider Communications and Engagement Group, with clear accountability for impact.

As a people leader, this role will provide engaging and dynamic leadership, integrating operational and functional alignment to drive high performance and deliver quality services to our communities, in line with our values, strategies, ways of working and Long-Term/Annual Plan commitments.

This includes thinking about organisation-wide interests and impacts when interacting with customers or when planning activities and expenditure, collaborating inside the organisation to achieve the desired culture, making sound business decisions and taking ownership of leading and managing our people.

Ngā Haepapa | Accountabilities

Strategic direction & leadership

- Shape and champion the organisation's marketing vision, ensuring alignment with long-term priorities and community aspirations.
- Lead the development of evidence-based marketing strategies that drive behaviour change and deliver core service outcomes.
- Position the organisation as an innovative leader in marketing and engagement within the local government sector.

Stakeholder influence & engagement

- Build and nurture strategic relationships with key stakeholders, partners, and the community to advance organisational objectives.
- Influence and respond to the evolving environmental, political, and social landscape, ensuring marketing remains relevant and impactful.

Brand Stewardship & reputation

- Safeguard and enhance the organisation's brand, reputation, and public trust through integrated, high-impact marketing initiatives.
- Ensure brand standards are maintained and evolved in line with organisational goals and sector best practice.

Group leadership & capability

- Inspire and develop a high-performing marketing team, fostering a culture of excellence, innovation, and continuous improvement.
- Lead the integration of marketing efforts across the Communications and Engagement Group to maximise consistency, efficiency, and impact.

People leadership & development

- Cultivate a high performing, engaged team culture by setting a clear vision, direction, and priorities that inspire commitment and creativity.
- Champion the growth of te ao Māori confidence within the team, fostering an inclusive and culturally responsive environment.

- Drive a culture of excellence by recognising and rewarding outstanding performance and proactively addressing behaviours that do not align with organisational values.
- Strategically manage resources to ensure capability and capacity align with organisational objectives and deliver agreed programmes of work.

Risk & opportunity management

- Anticipate and respond to emerging risks and opportunities, providing strategic advice to senior leaders and proactively shaping organisational responses.
- Oversee the development and implementation of issues management and engagement strategies, frameworks, and policies.

Measurement & continuous improvement

- Drive a culture of measurement, learning, and continuous improvement in all marketing activities to maximise impact and value.
- Champion the use of analytics, digital reporting, and data visualisation to inform strategy and demonstrate outcomes.

Toitū Te Tiriti | Treaty Partner Excellence

- Deliver outcomes that underpin and give effect to achieving Ngāi Tahu cultural and environmental aspirations, including but not limited to, mahinga kai and revitalisation programmes.
- Connect with our Ngāi Tahu partner to ensure understanding of Ngāi Tahu aspirations and priorities so that there is genuine input and contribution, which can be considered in mahi programme development and prioritisation.
- Demonstrate openness and courageousness in approaching issues and in co-design of processes and systems, supporting thought leadership that can give effect to the progression of the partnership.
- Contribute toward our effective, strong and valued relationship with all Papatipu Rūnanga within Waitaha/Canterbury and Te Rūnanga o Ngāi Tahu, to demonstrate our commitment to recognise and provide for the kaitiaki/responsibility Ngāi Tahu has for the natural environment. This will include sharing of knowledge and information, creating opportunities for increased participation in decision-making processes, effective engagement and development of existing working relationships.
- Support the organisation's cultural capability journey, leading by example and identifying clear priorities, expectations, and development opportunities for individual capability, planning and aligning work to support organisational cultural capability across all aspects of delivery.

Hauora me te Marutau | Health and Safety

The health, safety and wellbeing of our kaimahi and community is a priority for the Council, and we proactively implement robust health and safety practices. People leaders' responsibilities include:

- Understand the health and safety and risk obligations that rest with this position and act at all times to ensure accountabilities are met.
- Maintain a safety-focused culture where health, safety and wellbeing are at the heart of decision making for kaimahi and the communities within which we operate.
- Maintain an enquiring mind, undertake due diligence and apply knowledge of best practice to ensure a detailed understanding of any risks kaimahi may face in their mahi and ensure these are appropriately removed or mitigated.
- Ensure awareness of and compliance with legislative and operational standards, and that relevant certifications are maintained.
- Ensure methods are in place to recognise and celebrate best practice and safety innovation.
- Provide opportunities for team involvement, education, and genuine participation in safety matters.
- Ensure methods are in place for all kaimahi, contractors and suppliers to be appropriately inducted and certified to carry out tasks safely.
- Ensure any organisational audit and assurance programme is undertaken as required and results are acted upon and regularly reviewed.
- Ensure processes are in place to communicate, consider and respond to information about health and safety.
- Take a planned approach to identify, analyse and manage risks within the section.
- Ensure regular monitoring and reviews are undertaken of risk controls and their effectiveness in relation to legislation, regulations and guidelines, organisational policies, procedures and our code of conduct.

Hononga ā-Mahi | Working Relationships

Kai rō Kaunihera | Within the organisation

- Accountable to Director Communications and Engagement
- Provide leadership and management of the Section to enable them to successfully deliver the organisation's requirements.
- Maintain close working relationships with:

- The other Senior Leaders in the Communications & Engagement Group, and the Group Director, to ensure the sections work in an aligned and integrated manner.
- Maintain strong working relationships with:
 - Senior Leaders/ general managers across all Groups to ensure mutual understanding of desired outcomes for core services, particularly with the Digital Solutions team regarding data, GIS and data visualisation tools.
 - The CE, Executive Leadership Team, Senior Leadership Team, and Governance Team to provide support, issues management and advice.

Kai waho i te Kaunihera | Outside the organisation

- Contribute toward our effective, strong and valued relationship with all Papatipu Rūnanga within Waitaha /Canterbury and Te Rūnanga o Ngāi Tahu.
- Demonstrate Council's commitment to recognise and provide for the kaitiaki responsibility Ngāi Tahu has for the natural environment. This will include sharing of knowledge and information, creating opportunities for increased participation in decision making processes, effective engagement and development of existing working relationships.
- Engage contractors and providers to deliver specialist elements supporting the delivery of on-brand communications and engagement.
- Liaise with key people in partner organisations throughout the region and in central government to ensure industry alignment and leadership of shared opportunities.
- Liaison with members of the community to undertake UX testing and development of optimal reporting and visualisation tools.

Ngā Herenga Motuhake | Special Conditions

As a regional council, we have a specific requirement to provide a civil defence function for Waitaha. Kaimahi are required to be available to assist, support or be associated, as reasonably required, with any Civil Defence emergency or any exercise organised in relation to this function.

Additionally, all kaimahi are expected to assist, support and respond, as reasonably required, to any event where the Business Continuity Plan is activated.

Māngai Whakahaere | Delegations and Authorities

Where specified, this role has delegated authority to make decisions in accordance with Council-approved delegations, and authority for decision making in accordance with policies and guidelines for financial, people management and media-related activities.

Additional specific delegations may be given by the Chief Executive to the Chief People Officer on people and safety matters from time to time.

Ngā Āheitanga | Capabilities

Tohu Mātauranga | Qualifications

- Relevant tertiary degree in marketing.

Mātau ā-wheako | Experience

- Senior leadership experience and relationship management in complex political or outcome focused environments with the ability to identify solutions to complex or uncertain situations and demonstrable political nous.
- Experience working in local and/or central government is advantageous.
- Ten years plus experience as a communications, marketing or marketing agency professional with an understanding of all facets of modern communications and engagement, and in-depth experience in one or more of the following: behaviour change/social marketing, websites/digital/data visualisation communications, community engagement/consultation, graphic design/print industry.
- At least five years' experience in leading and managing others, including recruiting, motivating, directing and developing people.
- Demonstrated experience in a production environment, project management or leading the setting up and application of processes and system to manage workflow in a production environment.
- Experience with turning data into information for a variety of audiences, using multiple channels.
- Proven success managing budgets, delivering on-time and on-budget, well-executed plans and project outcomes.
- Understanding and use of te reo and tikanga Māori is an advantage.

Ngā Pūkenga Matatau | Core Competencies

Specific behaviours at the Senior Leader level sit beneath each of the following organisational competencies.

Customer Focus	Ensuring that the customer perspective is a driving force behind decisions and activities. Initiating and maintaining relationships inside and outside the organisation.
Business Acumen	Using an understanding of the organisation's position to contribute to effective strategies and tactics by using economic, financial and industry information. Thinking from the ratepayers' perspective.
Achieving Outcomes	Translating strategic priorities into operational reality; aligning communication, accountabilities, resources, internal processes and ongoing measurement systems to ensure that strategic priorities yield measurable and sustainable results.

Leading Change	Identifying and driving organisational and cultural changes needed to adapt strategically to changing demands, technology, and internal initiatives; using new approaches to improve results by transforming organisational culture, systems, or services.
Common Purpose	Working towards a compelling view of the future by engaging with the organisation's vision; understanding and aligning to the common purpose.
Building Capability	Attracting, developing, engaging, and retaining talented individuals allowing the organisation to meet current and future organisational challenges. Sharing authority, responsibilities and decision making to enable individuals to stretch their capabilities and accomplish strategic priorities.

The above statements are intended to describe the general nature and level of work being performed; they are not an exhaustive list of all responsibilities, duties and skills required of the position and incumbent. From time to time the incumbent will be required to accept and carry out other duties.

Indicative Grade
22

Position Code
[CRELCCEM.009]

Last Updated
20 November 2025

I agree to undertake the responsibilities detailed in this job description:

Ingoa | Name:

Waitohu | Signature:

Rā | Date Signed: