

Position Description

Title:	Marketing Manager	Reports To:	Director, Audience Engagement
Directorate:	Audience Engagement	Direct Reports:	Campaigns & Partnership Lead, CRM Lead, Digital Marketing Coordinator, Marketing Coordinator, Web & Content Coordinator
Status:	Permanent 1.0 FTE	Date:	January 2026

About The Museum

Tāmaki Paenga Hira Auckland War Memorial Museum is New Zealand's largest museum, caring for more than 4.5 million taonga. We are Auckland's home of commemoration, New Zealand's oldest research institution, an education facility, and a major tourism destination. We employ approximately 300 people and have over 200 volunteers who kindly donate their time to us.

We offer a rich and fulfilling work life where we embrace diversity and nurture our bicultural capability as demonstrated in our Teu le Vā and He Korahi Māori strategies. We also offer a great range of benefits such as flexible work and leave, insurances, and an award-winning wellbeing programme.

Purpose & Context for the Role

Auckland War Memorial Museum has a vibrant brand that is highly regarded within Auckland and respected nationally and internationally. The Marketing Manager sits within the Audience Engagement directorate, which also includes Interpretation, Exhibition Delivery, Education, Public Programmes, Technology, and Audience & Impact Research.

The Marketing Manager is responsible for giving life to the museum brand onsite, offsite, and online. At the heart of the role is strengthening awareness of the Museum's offer in order to drive visitation and revenue targets. The Marketing Manager will develop and lead the delivery of the Museum's marketing plan, to promote both revenue-generating activity and non-revenue generating programmes and initiatives that support the Museum's public, educational, and cultural objectives.

This is a hands-on leadership role in which the Marketing Manager will both lead and actively contribute to the work of the Marketing team, fostering a collaborative, high-performing, and creative environment.

The role is influential both internally and externally, requiring the ability to form and maintain strong relationships across the organisation and with external partners and stakeholders. The Marketing Manager will work closely alongside other Museum departments to develop and deliver integrated campaigns, bringing a high level of cultural competency and an understanding of Auckland's diverse communities to their work.

The Museum is a bicultural workplace and the person in this role will uphold the principles of He Korahi Māori and Teu Le Vā.

Accountabilities

Key Tasks:	Key Activities:
Finance & Planning	<ul style="list-style-type: none"> • Manage the input of teams to ensure specified outcomes in Annual Plans are successfully realised. • Prepare and manage annual budgets; develop with the Director Audience Engagement and Finance team; report as required. • Financial performance against budget is monitored monthly, and corrective action is taken to remain within delegations. • Ensure value for money in administration (e.g. travel, printing, stationery, consumables) and other services and processes. • Proactively manage and resolve potential risks or issues in a timely manner.
Brand	<ul style="list-style-type: none"> • Understand the Museum's brand and uphold its integrity in all marketing campaigns • Develop and implement plans that contribute to and maintain brand awareness, ensuring consistent messaging with key stakeholders to strengthen and protect the Museum's reputation. Always ensure that evidence-based decisions are made with the audience/customer at their heart.
Marketing Planning	<ul style="list-style-type: none"> • Lead the development and implementation of integrated annual and quarterly marketing plans across all channels, which increase the awareness of the museum's offerings, position the Museum as a compelling destination, and drive visitation and revenue targets. • Providing insight-led customer communications through data capture strategies, • Ensure clear success measures are in place for all major campaigns, with regular evaluation and continuous improvement based on performance insights.
Digital Marketing	<ul style="list-style-type: none"> • Develop an overarching digital marketing plan in collaboration with internal and external stakeholders.

	<ul style="list-style-type: none"> Oversee the development and implementation of paid digital marketing campaigns, social media presence, and CRM targeted communications to raise brand awareness and drive online traffic and engagement.
Revenue Generation	<ul style="list-style-type: none"> Work closely with the revenue-generating business units to enable them to meet their commercial objectives by providing them with appropriate marketing strategies, tools, and materials. Work closely with teams across the museum on the development of exceptional marketing campaigns to support the Museum's strategic objectives. Develop Integrated Marketing & Communications plans to support new products and contribute to business cases to support new ventures.
People Leadership	<ul style="list-style-type: none"> Lead, manage and motivate the team in accordance with the Museum's He Waka Eke Noa values and principles. Ensure team members are motivated and delivering to the best of their abilities. Coach and mentor team members as appropriate, identify and respond promptly to any training and development needs. Regularly review people performance, capability and succession plans to balance the ongoing development of staff with the current and future requirements of the Museum. Manage performance issues with integrity and review performance and salaries within timeframes. Determine resourcing requirements when needed, recruit new staff for direct report positions (permanent and fixed term) in accordance with company recruitment policies and procedures and oversee recruitment activities undertaken by direct reports as required. Model and promote collaborative behaviour and a team culture of continuous improvement, open communication, and community.

Important Relationships

External:

Advertising media, agency partners, Auckland Council, Museums, Industry Partners, Suppliers and Distributors, Public

Internal:

Executive Team, Senior Management Team, Taumata-a-Iwi, Pacific Advisory Group, Project Managers, Public Experience Managers, Development Team, Commercial Team.

Our Expectations of our People

Ensure a healthy and safe work environment

- Takes reasonable care of their own health and safety and ensures that their actions don't cause harm to themselves or others.
- Complies with any reasonable instructions, policies or procedures on how to work in a safe and healthy way.

- Understands and adheres to emergency and evacuation procedures.
- Speaks up about health and safety matters that could affect them or their workmates.
- Actively participates in hazard identification and reporting.
- Makes suggestions on how to improve health and safety at work.

Cultural awareness

- Proactive awareness and engagement with a wide range of cultures and associated protocol and traditions within Auckland, with particular reference to the Māori Dimension (He Kōrahi Māori) and Pacific Dimension (Teu le Vā).
- Understands and demonstrates the principles and application of the Treaty of Waitangi and the implications for the work of the Museum.
- Demonstrates a thorough understanding of the Museum's specific obligations in Auckland's cultural landscape and actively contributes to its evolution from a colonial institution to a future museum.

Digital capability

- Almost every role at the Museum depends upon technology to fulfil its purpose, we also use technology to create, store, protect, use, and share our digital assets. All Museum workers are responsible for the appropriate use of technology, compliance with all cybersecurity instructions, and the wellbeing of our digital assets.

Develop self for current and future employment

- Knowledge and skills are developed and maintained for competent performance of current position.

He Waka Eke Noa – Values & Behaviours

He Waka Eke Noa describes our unique identity and how He Kōrahi Māori and Teu Le Vā underpin how we think, act, and feel as employees of Auckland Museum. It is a leadership competency framework which sets out how we lead, behave and work with each other, our visitors, and communities.

- **Authentic** – Understanding our purpose, practicing our values, leading with our hearts
- **Customer Centred** – Creating memorable positive experiences for each other and our audiences
- **Respectful** – Honouring each other, valuing our differences
- **Connected** – Connected to each other, our work, and our communities
- **Growth Mindset** – We treat challenges as opportunities

Core Competencies Required – Leading Others

Self-awareness

- Creates a team culture of feedback and self-awareness. Is approachable and actively listens to direct reports ensuring they feel heard.

Connected

- Role models collaboration, cooperation and a 'one museum' view.

Integrity

- Practices what they preach, rewards behaviour aligned with shared organisational values and principles and disapproves of behaviour that isn't.

Manaaki

- Role-models manaakitanga and teu le vā through the quality of service they deliver and by the care demonstrated to their colleagues, direct reports and manuhiri.

Resilience and Optimism

- Remains calm and doesn't become defensive, keeps things in perspective for their people. Keeps a positive mental attitude when the going gets tough.

Authentic

- Champions and enables team members to connect with the Museum's vision and goals delivering on our commitments to Te Tiriti Ō Waitangi, He Korahi Māori and Teu Le Vā.

Accountable

- Takes personal responsibility, will tackle challenging issues and take a tough stand when required.

Inclusive

- Respects that people are free to be themselves and express their identities.

Generosity

- Enables others to succeed by providing appropriate information, resources and autonomy. Actively seeks opportunities to encourage and develop their people.

Additional Competencies Required for this Role

Success in this role requires the following additional competencies.

Dealing with Ambiguity (Resilience & Optimism)

- Is comfortable handling risk and uncertainty, can act without the full picture and doesn't get uncomfortable when things are up in the air.

Interpersonal Savvy (Collaboration)

- Uses diplomacy and tact; diffuses high-tension situations comfortably.

Interpersonal Savvy (Connected to each other)

- Values difference and demonstrates an ability to flex their leadership style for multiple dimensions of diversity.

Motivating Others (Our Unique Identity)

- Creates a climate in which people do their best work, invites input, shares ownership and demonstrates transparency.

Drive for Results (Big Picture)

- Is willing to challenge and change the organisational ecosystem to improve; initiates positive disruptions and pursues improvement and innovation in the interests of achieving the Museum's goals.

Skills & Experience Required for this Role

Success in this role requires the following foundations.

- At least 10 years' senior leadership experience with at least five years' demonstrated experience in leading a successful marketing communications function.
- Evidence of leadership experience within a complex business environment dealing with multiple stakeholders.
- A high level of cultural competency and experience working within the GLAM sector or similar.
- Demonstrated experience in the development and delivery of innovative, integrated consumer marketing communications strategies and campaigns.
- Experience with the use of analytics to drive return on marketing investment as well as for successful targeting of campaigns.
- Experienced in CRM, membership/ loyalty programmes and fundraising and acquisition and engagement strategies.
- Demonstrable experience in digital media with experience in leading digital teams
- Demonstrated experience in engaging and growing new and diverse markets or customer bases.

Personal Attributes Required for this Role

Success in this role requires the following attributes.

- Ability to work collaboratively and in cross-functional teams.
- Ability to form and maintain strong relationships
- Excellent interpersonal skills.
- Naturally curious.
- A genuine interest in the Museum.

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