



Good governance for a strong Aotearoa New Zealand

Marketing Executive

Position description | He kōrero mō te tūranga

Reports to: Marketing Team Lead

Location: Institute of Directors, Wellington

Job dimension: Full-time / Permanent

Direct reports: Nil

About us | Mō mātou

The Institute of Directors is the professional body for directors and is at the heart of New Zealand's governance community. We believe good governance has the power to positively transform organisations, business and communities for the benefit of Aotearoa New Zealander.

We are driven by our purpose to support and enable directors and those in governance to add value to their organisations and wider communities. We do this by connecting them through our 10,500 strong member network; developing and providing governance resources, insights, training and professional development; supporting director and board effectiveness through our board services; and research, advocacy and thought leadership to set and improve the standards of governance.

Our values | Ā mātou uara

Māiatanga | Courage

We are bold and have the courage to do the right thing.

Manaakitanga | Support

We are welcoming and show respect for each other.

Kaitiakitanga | Stewardship

We take responsibility of care.

Whakatautetanga | Individual

We respect the value each individual brings.

He pukenga wai | Learners for Life

We seek to learn and share our knowledge.

Position purpose | Te aronga o te tūranga

The Marketing Executive plays a key role in delivering integrated marketing and communications activity that supports IoD's membership, professional development programmes, governance services and brand initiatives.

Reporting to the Marketing Team Lead, this is a hands-on, delivery-focused role responsible for campaign execution, content development and channel coordination. The role contributes to member acquisition, engagement and retention while ensuring brand consistency and high-quality communications across all touchpoints.

Key Responsibilities | Ngā haepapa matua

Marketing & Campaign Delivery

- Deliver integrated, multi-channel marketing campaigns across membership, governance development, services and events
- Develop strategic planning and execute communications across paid, earned and owned channels

Māiatanga |
Courage

Manaakitanga |
Support

Whakatautetanga |
Individual

Kaitiakitanga |
Stewardship

He pukenga wai |
Learners for Life

- Develop campaign briefs and coordinate with internal stakeholders and external suppliers
- Manage timelines, budgets and deliverables to ensure high-quality execution

Content & Communications

- Write and edit compelling content for EDMs, website, social media, publications and promotional collateral
- Develop audience-focused messaging tailored to different member segments
- Contribute to communications planning and execution across initiatives
- Support the creation of social content, including reels and short-form video where relevant

Digital & Channel Management

- Coordinate CRM-aligned communications and audience segmentation
- Contribute to digital advertising activity (Meta Ads Manager advantageous)
- Use Google Analytics and other insights tools to track and report on campaign performance

Brand & Design Coordination

- Ensure consistent application of IoD brand guidelines across all outputs
- Coordinate creative development including design management and asset sourcing
- Use tools such as Canva to develop and adapt marketing collateral across digital, social and print
- Provide creative support for publications, presentations and any other support material as needed

Insights & Member Focus

- Apply a strong member-centric lens to all marketing activity
- Contribute to market research, analysis and insights to inform campaign optimisation
- Monitor performance and recommend improvements based on data and engagement metrics, including meta business suite, google analytics, mail chimp

General

- Contribute to a collaborative, high-performing “one IoD team” culture
- Work in alignment with IoD values
- Champion continuous improvement and professional growth

Key Relationships | Ngā hononga matua

Internal	External
<ul style="list-style-type: none"> • Marketing Team Lead • Marketing, Brand and Content Manager • Marketing, brand and content team • Professional Development Advisors • Programme and Project Managers • Delivery Operations 	<ul style="list-style-type: none"> • Creative and media suppliers • Advertising partners • Sponsors and strategic partners

Person Specification | Mōu ake

Experience

- 3+ years' experience in marketing or communications
- Experience within a membership association, professional body, not-for-profit or similar environment
- Demonstrated experience delivering integrated, multi-channel campaigns
- Experience working within brand guidelines

Required skills

- Strong written and verbal communication skills
- Confident content creator and storyteller
- Good understanding of digital marketing channels (email, web, social)
- Familiarity with marketing automation and CRM systems
- Experience using analytics and insights to inform decisions
- Design coordination skills and experience using tools such as Canva
- Understanding of audience segmentation and customer data usage
- Strong project management and organisational capability
- Collaborative working style with strong relationship management skills

Key competencies | Ngā tohungatanga matua

We put our members and customers first

Always act for the good of the IoD and our purpose to positively transform governance.

See things from our members' and customers' perspectives and design services and create solutions that meet their needs.

Goes the extra mile for our members and our customers - both inside and outside the organisation.

Monitor member and customer satisfaction and focus on fixing what's not working and improving their experience.

We are outcomes focused

Strive for excellence and look for better ways to do things.

Harness technology to drive continuous innovation, improvement and efficiencies.

Understand our financial drivers and commercial environment and make decisions that positively impact this.

Is adaptable and can refocus our work and our energy to what's most important.

Thinks outside the box, bringing creative ideas and solutions to problems.

We value teamwork & collaboration

Welcoming and respectful, valuing diversity of culture, belief, lifestyle, gender, orientation, ability, and thought.

Collaborative and team-focused, contributing ideas, solutions, and shared responsibility while recognising others' strengths and achievements.

Supportive and reliable, backing up colleagues and fostering a positive, constructive environment.

Open and constructive in addressing challenges, focusing on healthy resolution and issues rather than individuals.

We hold ourselves to high standards

Aim high, delivering quality work, and setting goals that drive performance.

Act with integrity by keeping commitments, speaking up for what's right, and using sound judgement

Stay curious and knowledgeable, seeking feedback, learning continuously, and applying insights to improve.

Show accountability by owning actions, recognising limits, and asking for support when needed.

We develop ourselves

Commit to growth through continuous development, learning, and reflection.

Build cultural competence by deepening understanding and behaviours towards and attitudes of Māori and their culture, as the indigenous people of Aotearoa New Zealand.

Embrace curiosity, openness, and adaptability, learning from both success and failure.

Share knowledge generously, acting as both teacher and learner, and seeking growth beyond comfort zones.

Authority | Rangatiratanga

The Marketing Executive has the authority to make decisions and carry out actions in all matters related to the responsibilities and deliverables of the position consistent with budget approvals.

Amendments to the responsibilities | He whakahounga ki ngā haepapa

The responsibilities of this position are expected to change over time as the IoD responds to the changing environment and commercial demands and requirements. This position description will be updated as required to reflect these changes. The incumbent will need the flexibility to adapt and develop as the environment evolves.

Dated

February 2026