

## Position description

**Position title:** Digital Marketing Advisor

**Position type:** Permanent Full Time

**Location:** Zealandia, 53 Waiapu Road, Karori

**Supervisor:** Marketing and Communications Manager

## Purpose of the role

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The Digital Marketing Advisor plays a key role in finding and sharing the stories of Zealandia's impact across our digital channels. As part of a small team leading Zealandia's marketing and communications, they will confidently communicate everything from species translocations to our award-winning tours.

The role will be responsible for growing engagement with Zealandia's work and impact, while supporting the planning, development and delivery of digital campaigns. This role champions Zealandia storytelling across our online platforms.

Key responsibilities include:

- developing digital marketing campaigns and strategies alongside the Marketing and Communications Manager
- identifying and seeking out opportunities for quality content and story telling
- delivering effective communications to members and the wider public through social media channels, maintaining the Zealandia website, delivering regular digital communications to Zealandia's key stakeholders and contributing to the marketing of key events and campaigns.

There are opportunities to build a team of volunteers around this role.

Like all members of staff at Zealandia Te Māra a Tāne, the person in this role will be expected to actively uphold the principles of Te Tiriti o Waitangi, maintain and promote exceptional health and safety, and support the maintenance of biosecurity in the sanctuary.

## Organisation background

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Zealandia Te Māra a Tāne is an organisation that cares for a 225-ha world class ecosanctuary in Wellington, New Zealand. We have a 500-year vision to restore a unique forested valley — Te Māra a Tāne. Zealandia's first generation of restoration effort has resulted in flourishing forests and the establishment of many native species, from hihi to tuatara. Looking forward, the next generation of Zealandia Te Māra a Tāne is focused on '[Living with Nature—Tiaki Taiao, Tiaki Tangata](#)'. To quote our strategy: *We connect people with our unique natural heritage, and inspire actions that transform*

*how people live with nature in our cities, towns and beyond.* This purpose is visible through our leading education, conservation, restoration and engagement activities.

Zealandia Te Māra a Tāne is a not-for-profit organisation, and its conservation, restoration and outreach work is made possible by an award-winning sustainable business model. Funding currently comes from visitors and tours, our café, memberships, grants, sponsorships and donations. Every role in the organisation has some part to play in ensuring our 130,000+ visitors, 500+ volunteers and 15,000+ members are cared for and welcomed into the Zealandia Te Māra a Tāne community.

As an organisation we honour Te Tiriti o Waitangi and are on a journey towards learning how this plays out across our work as Tiriti partners. We accord value to te ao Māori (the Māori world), and support mana whenua to fulfil their role as kaitiaki. All staff are encouraged to build capacity and confidence across te ao Māori including te reo Māori me ōna tikanga, and Te Tiriti o Waitangi.

## **The Zealandia Te Māra a Tāne team**

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Zealandia Te Māra a Tāne is a medium size organisation, with around 100 people employed in different contexts. We have around 500 volunteers who support all our work. We pride ourselves on exceptional teamwork which is required from all staff, volunteers and members. The dynamic nature of Zealandia Te Māra a Tāne means it is an incredible place to extend and challenge yourself, have real on-ground outcomes for conservation and community engagement, and to be part of a successful team.

Zealandia Te Māra a Tāne is managed by the Karori Sanctuary Trust. To find out more please go to [www.visitZealandia.com/](http://www.visitZealandia.com/)

## **About this position description**

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As the work and priorities of Zealandia Te Māra a Tāne change over time, so will the requirements of each of its staff. As such, this document is not intended to represent the role that the occupant will perform in perpetuity. This position description is intended to provide an overall view of the role and responsibilities as at the date of approval. The specifics of the role will be reviewed on a regular basis and adjustments may be made to key responsibilities and accountabilities.

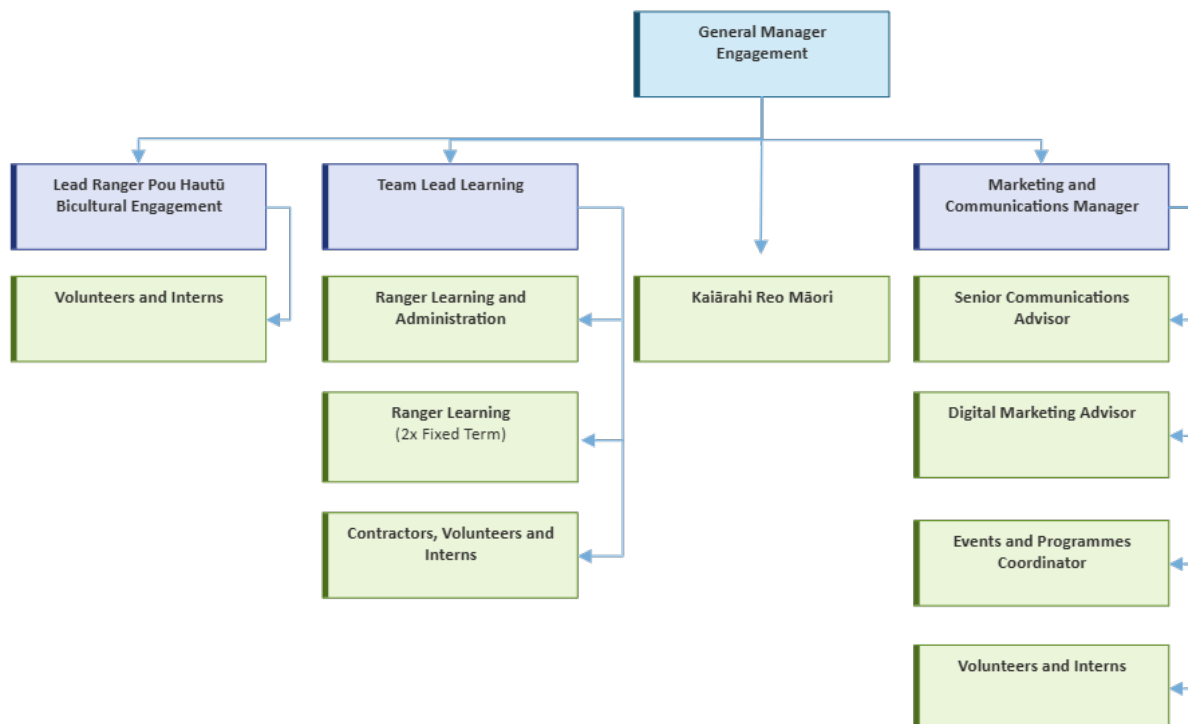
This position description details the minimum outcomes required for the position and for employment. Zealandia Te Māra a Tāne is a seven day per week operation. After-hours and weekend work will be required from time to time. A non-smoking policy is effective on sanctuary land, with the exception of a designated smoking area.

## **The Marketing & Communications team**

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The Marketing & Communications team sits within the Learning & Engagement team. The Learning & Engagement team is responsible for engaging people in life-long learning about living with nature. We lead public engagement, Zealandia's learning programme, bicultural engagement and fundraising activities. We share knowledge, stories and mātauranga Māori.

The Marketing & Communications team has overall responsibility for developing and implementing Zealandia's marketing plan, managing the visual representation of Zealandia's brand, developing Zealandia's marketing materials, and managing Zealandia's website, digital and social media channels



## Key responsibilities

### 1. Social Media

- Develop social media content plans and calendars, which include a range of content formats.
- Create and deliver content across all Zealandia social media channels.
- Respond to comments and direct messages across all digital platforms in a timely manner, problem solving where required, in line with brand guidelines.
- Work with internal stakeholders to remain responsive to organisational needs.
- Stay up to date with current social media trends and curate brand-appropriate content where suitable to join relevant conversations and trends.
- Work with external stakeholders to create social media advertising campaigns in support of wider marketing campaigns, monitor analytics and provide advice where changes may be required to maximise ROI.
- Curate the visual representation of the Zealandia brand across all channels, ensuring that all business communications and marketing material are consistent with the Zealandia Te Māra a Tāne brand guidelines.
- Capture content for social media (ie photos and videos) at Zealandia events and engagements.
- Write content for social media.

<ul style="list-style-type: none"> <li>• Report monthly on the progress, highlights, and challenges of Zealandia's social channels</li> <li>• Support Marketing and Communications Manager to develop digital strategy for digital reach and engagement.</li> </ul>
<b>2. Digital Communications</b>
<ul style="list-style-type: none"> <li>• Serve as a primary user of the CRM platform, managing workflows, segmentation, and content delivery to support digital communications.</li> <li>• Coordinate and work with relevant teams to deliver content for Zealandia's e-newsletters and other digital communications.</li> <li>• Optimise digital communications to drive engagement, website traffic, and conversions (where relevant).</li> <li>• Report monthly on engagement with digital communications.</li> </ul>
<b>3. Website Management</b>
<ul style="list-style-type: none"> <li>• As part of a team, manage the Zealandia website including coordinating content development, posting, copywriting and user experience.</li> <li>• Develop and curate relevant content for Zealandia website and feed into website revitalisation projects.</li> <li>• Support internal stakeholders with online platforms (e.g., e-commerce), including content creation and user experience.</li> </ul>
<b>4. General Marketing and Brand Delivery</b>
<ul style="list-style-type: none"> <li>• Work with the Marketing and Communications Manager to design and deliver inspiring and effective marketing solutions in support of other departmental business activities and special projects, providing advice on marketing materials to support digital content.</li> <li>• Design and deliver digital marketing campaigns that support the organisation's conservation storytelling, visitation targets, membership targets, events and programmes and fundraising targets.</li> <li>• Meet deadlines across all projects and programmes of work.</li> </ul>
<b>5. Mātauranga and te ao Māori</b>
<ul style="list-style-type: none"> <li>• Make an effort to learn appropriate pronunciation of te reo Māori, and use it appropriately.</li> <li>• Champion the appropriate and respectful use of te reo Māori, tikanga, and mātauranga Māori within the team.</li> <li>• Accurately and respectfully reflect Zealandia mana whenua and tangata whenua relationships in all work.</li> <li>• Engage in training opportunities that support upskilling as required, particularly in tikanga and te reo Māori.</li> </ul>
<b>6. Health and Safety</b>
<ul style="list-style-type: none"> <li>• All employees have a responsibility to work towards keeping a safe and healthy work environment by practising safe work methods, identifying workplace hazards and using appropriate safety equipment.</li> <li>• Adhere to Zealandia Te Māra a Tāne's code of conduct to support a healthy, safe and enjoyable work environment.</li> <li>• Ensure health and safety is addressed in day-to-day activities for all staff, volunteers and visitors working in activities for all staff, volunteers and visitors working alongside.</li> <li>• Ensure your workspace is a safe working environment through adherence to the Health and Safety at Work Act 2015 and implementation of Zealandia Te Māra a Tāne's policies on safety.</li> </ul>

- Promptly address any responsibilities assigned to your area by the Health and Safety Officer (these responsibilities are noted above in Section 4, if applicable).

#### **7. Biosecurity**

- We have a shared responsibility that the valley is maintained as an environment free of key animal and plant pests, allowing restoration progress to be made against the 500-year vision.
- All employees must take Zealandia Te Māra a Tāne's biosecurity seriously so the risk of accidental introductions is minimised.
- Ensure all visitors and groups visiting with you adhere to biosecurity processes.

NOTE: the above responsibilities and expectations are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance management process.

## **Key relationships**

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### **Internal:**

- Marketing Team – Events and Programming Coordinator, Senior Communications Advisor
- Marketing and Communications Manager
- General Manager Engagement
- Commercial team
- Learning and Engagement team
- Conservation and Infrastructure teams
- Lead Rangers across Zealandia

### **External:**

- Members and visitors
- Audiences on social media channels
- Marketing teams within our conservation partners
- Wellington City Council marketing teams, and those of other partner organisations
- Suppliers
- Zealandia Te Māra a Tāne Members and visitors

## **Person specification**

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The preferred candidate will have at least 3 years marketing experience in delivering awareness and engagement campaigns across multiple digital marketing channels. They will be up to date with recent social media trends including the ability to use social media and other digital platforms. They will be knowledgeable on SEO and analytics tools.

They will be a skilled and confident communicator, with strong copywriting skills, exceptional relationship management skills and the ability to work autonomously.

They will be results-driven, able to develop innovative and creative online marketing campaigns within time and budgeting constraints. Their attention to detail will be excellent.

While it would be beneficial to have experience in the not-for-profit sector, a passion for connecting the public with conservation and nature is critical. The preferred candidate will appreciate the dynamics of a not-for-profit organisation with limited resources and community needs, so is willing to roll up their sleeves and provide support where required.

### **Qualifications**

- A relevant tertiary qualification in marketing or equivalent industry qualification in digital marketing.
- 3 years' workplace experience in marketing and/or communications.
- Experience in tourism and conservation, or the not-for-profit sector is desirable.

### **Required**

- A deep interest in and excitement about Aotearoa New Zealand's nature.
- Experienced in monitoring, tracking, and evaluating digital marketing channels.
- Project management skills.
- Strong copywriting and story-telling skills across communication channels.
- Ability to create a range of content formats which follow current digital marketing trends. i.e., short format video
- Has managed relationships or worked with external marketing agencies.
- Has demonstrable experience in managing websites and social media channels.
- A high level of computer literacy, specifically:
  - Experience working with web content management systems including a basic understanding of HTML
  - Helpful to have knowledge in e-commerce platforms
  - Intermediate to advanced skills using the Microsoft 365 Suite – including SharePoint, Teams, Dynamics, Customer Voice, and Planner
  - Helpful to have knowledge of the Adobe Design Suite – Photoshop, Premier Rush, Illustrator, and InDesign or equivalent
  - Experience working with third-party analytics tools.
- Ability to communicate a wide range of messages (sometimes complex) to diverse audiences in an accessible manner.

### **Personal Attributes**

- Leads projects effectively
- Takes personal responsibility and is accountable.
- Supports and encourages other team members.
- Works co-operatively with others to achieve outcomes.
- Willingness to assist with wider team priorities.
- Proactively and appropriately resolves conflict.

*Current: December 2025*