



Good governance for a strong Aotearoa New Zealand

Marketing Team Lead

Position Description | He Kōrero Mo Te Tūranga

Reports to:

Manager – Brand, Marketing and Content

Location:

Institute of Directors, Wellington

Job dimension:

Full-time / Permanent

Direct reports: One

Senior Marketing Executive

Role purpose | Te aronga o te tūranga

The **Marketing Team Lead** plays a vital role in the development and delivery of strategic, insights-driven, and content-rich campaigns that elevate and promote the Institute of Directors' brand and offerings, building the organisation's reputation, expanding its reach, and positioning the IoD as a respected and reliable voice in governance.

Supporting the Manager – Brand, Marketing and Content, this role blends strategic insight, planning and practical execution to deliver integrated marketing across digital and traditional channels. As a proactive leader and collaborator, the Marketing Team Lead champions innovation, leverages marketing technology, and drives continuous improvement. They will lead and support the Marketing Team to deliver high-impact, results-focused campaigns that support business goals and member and customer engagement.

About us | Mō mātou

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

We support and enable the governance community to add value to their organisations and wider communities by: connecting them through our 10,500 strong member network, supporting professional development and board effectiveness through our training and services, and research, advocacy and thought leadership that sets and improves the standards of governance.

Our values | Ā mātou uara

We are guided by our values of:

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

Whakatautetanga | Individual – we respect the value each individual brings

Kaitiakiatanga | Stewardship – we take responsibility of care

He pukenga wai | Learners for Life – We are learners for life and seek to share our knowledge

Key responsibilities | Ngā haepapa matua

People leadership

- Proactively build, lead, motivate and manage a high-performing team able to deliver effectively to ensure IoD can achieve its goals
- Champion IoD's values and 'one team' culture, leading with integrity and professionalism
- Lead with a creative and problem solving approach that harnesses the value, skills and input of your team
- Carefully plan and coordinate team activity to ensure unity of purpose, cohesion and an agile approach to working
- Work effectively across the organisation and with other leaders to set the 'tone' and champion IoD's values.

Marketing

- In collaboration with the Manager – Brand, Marketing and Content and internal teams, develop and deliver integrated marketing and brand activity across all IoD member and commercial offerings e.g. membership attraction and retention campaigns, governance services, courses and events.
- Create campaign/project briefs and liaise with design and advertising partners for all aspects from concept to completion and post campaign reviews – this includes project management of all elements e.g. budget, timelines and delivery.
- Deliver campaign activity including creative design management, sponsorship activation, content management, project management and the production and delivery of print/digital collateral.
- Supply marcomms for marketing and promotional activity including, for example, social media posts, email campaigns and newsletters and web content.
- Provide creative support for publications, presentations and any other support material as needed.
- Lead or contribute to market research, analysis and insights as needed.
- Track, report and analyse marketing activity and campaign performance to understand engagement, effectiveness and make recommendations for enhancements or improvements.

Brand

- Ensure consistent use of brand and style across all IoD material, including brand positioning, promise, identity, and guidelines.
- Source and provide imagery and graphics for use across websites, social media and publications that are relevant to the topic and enhance the IoD's brand as required.
- Deliver and maintain key assets and communication tools as well as the development of brand assets for any sub-brands, including guidelines and templates as required.

General

- Contribute to a dynamic, high-performing and inclusive 'one team' culture that is focused on outcomes, impact, effectiveness and delivering value for our members and customers
- Prioritise the health, safety and wellbeing of self and direct reports
- Undertake other activities as are reasonably required to carry out the functions of the position.

Key relationships | Ngā hononga matua

| Internal: | External: |
|--|---|
| <ul style="list-style-type: none">• Brand, Marketing and Content Team• Membership Experience Team Manager• Internal customers including: Programme/Project Managers, Professional Development Advisors, Governance Services, Governance Leadership Centre Team | <ul style="list-style-type: none">• Suppliers and vendors• Media organisations• Partner and sponsor organisations |

Person Specification | Mōu ake

Qualifications and experience

- A tertiary level qualification in Marketing, Communications, and/or equivalent experience.
- 5 years' post-graduate experience including:
 - Practical experience implementing multi-channel integrated marketing activity
 - Practical experience with maintaining and working within brand guidelines.
 - Proven experience and/or knowledge of human-centered design and design thinking.
 - Proven experience using digital tools — including Asana, Canva and AI platforms — to plan, create and optimise marketing activity.
- Experience in:
 - A leadership role involving strategising, planning, delivery and team leadership
 - working in complex, multi-layered environments, using good judgement and proactive engagement to achieve outcomes.
 - a commercially focused marketing environment
 - project planning and management

Required skills, knowledge and capabilities

- A well-developed, authentic and professional approach to marketing and communications, with the ability to build strong engagement with the IoD and our brand.
- Strong digital fluency — proven experience in using digital tools (such as Asana, Canva and Mailchimp), platforms and AI to work smart and optimise marketing activity.
- A track record of creating content and experiences that connect with and engage the right audiences no matter the channel.
- Proven ability to write clear, engaging marketing copy that reflects brand voice and tone.
- Strong strategic marketing and campaign planning skills — experienced in setting goals, managing content and projects, and using resources effectively to achieve results.
- High attention to detail and accuracy, with consistently high standards.
- A confident, hands-on approach - delivering multiple programmes of work, managing deadlines and staying calm under pressure.

- Good relationship management skills including at senior levels, and a collaborative approach
- Financial and numerical literacy — comfortable working with budgets, processing figures and making sense of marketing metrics.
- Up-to-date knowledge of marketing trends, content and imagery best practice, and how to assess and measure effectiveness.
- A knack for balancing the big picture with day-to-day delivery, and for linking immediate outputs to long-term goals.
- Strong organisational skills and the ability to deliver and lead complex projects with moving parts.
- A good understanding of member and customer data usage (including segmentation and communications to diverse audiences)
- Creative, passionate and curious — someone who's not afraid to challenge the status quo, take smart risks and push boundaries.

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 lead with influence

Builds partnerships for impact, with people both internally and externally.

Expresses ideas and issues with impact – concise, clear and in a way that appeals to our diverse audiences.

Uses healthy conflict to challenge respectfully and build mutual agreement.

We create safe spaces

Welcomes diversity of thought and encourage the sharing of ideas and opinions.

Is self-aware, leads by example and model and uphold positive behaviours.

Encourages innovation, experimentation and creativity – and celebrate success as well as failure.

Fosters connection and collaboration in our teams and across the organisation.

We build strong teams

A good leader willing to take responsibility and lead the team to be at their best

Communicates and plans for the future and navigate the way.

Set high standards, clear expectations and hold our people to account.

Sets our people up for success and supports them to achieve their goals.

Creates strong team morale and brings out the best in others.

Authority | Rangatiratanga

The Marketing Team Lead 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

July 2025