



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

- Support day-to-day coordination of email marketing platforms (e.g. MailChimp or equivalent)
- 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 hold ourselves to high standards

We build our knowledge and stay up to date on the things impact our roles - and our team
 We aim high, deliver quality work and always bring our best
 We set challenging goals that support our purpose and lift our performance
 We use our values and good judgement to guide our decisions and actions
 We do what we say we will and don't let others down
 We speak up for what's right
 We know our limits and when to ask for support
 We admit our mistakes and own our actions when we get it wrong
 We seek out feedback and use this to learn and improve



We develop ourselves

We commit to our own development and professional practice
 We lift our cultural competence, understanding, behaviours towards and attitudes of Māori and their culture, as the indigenous people of Aotearoa New Zealand
 We are curious, openminded and willing to change our minds
 We learn through experimentation, success, failure and mistakes
 We are generous with our knowledge and are students *and* teachers every day
 We are OK being outside our comfort zone as we know that's where learning happens
 We are self-aware and reflect on the impact of our actions



We value teamwork & collaboration

We are welcoming and respectful to all regardless of culture, beliefs, lifestyle, position, gender, sexual orientation, or ability
 We bring team spirit and believe that together is better
 We participate actively, positively and constructively
 We back each other up and support our teammates and colleagues
 We offer up ideas and solutions that improve or benefit the team
 We share responsibility and recognise the good work that others do
 We value the strengths and diversity of thought and experience in the team
 We face up to conflict in a healthy way and focus on the issue, not the person

 <p>We put our members & customers first</p>	<p>We always act for the good of the IoD and our purpose to positively transform governance</p> <p>We build good relationships with our members and customers to gain their respect and trust</p> <p>We go the extra mile for our members and customers - both inside and outside the organisation</p> <p>We care about the impact of our work on our members and customers and do our best for them</p> <p>We monitor member and customer satisfaction and focus on fixing what's not working and improving their experience</p> <p>We see things from our members' and customers' perspectives and design services and create solutions that meet their needs</p>
 <p>We are outcomes focused</p>	<p>We strive for excellence and look for better ways to do things</p> <p>We harness technology to drive continuous innovation, improvement and efficiencies</p> <p>We understand our financial drivers and commercial environment and make decisions that positively impact this</p> <p>We are adaptable and can refocus our work and our energy to what's most important</p> <p>We think outside the box, bringing creative ideas and solutions to problems</p> <p>We push ourselves forward and show persistence</p> <p>We build resilience to bounce back from setbacks</p> <p>We weigh up the impacts of our actions and decisions, and take calculated risks</p>
 <p>We lead with influence</p>	<p>We build partnerships for impact, with people both internally and externally</p> <p>We are sought out as experts in our field, valued for our advice and respected as ambassadors of IoD</p> <p>We express ideas and issues with impact - concise, clear and in a way that appeals to our diverse audiences</p> <p>We use healthy conflict to challenge respectfully and build mutual agreement</p> <p>We have an ethical heart and mind and create trust through honesty, integrity and authenticity</p> <p>We know what's important, what's not, and when to say no</p> <p>We can make the tough decisions and do what's necessary for the good of the IoD</p>
 <p>We create safe spaces</p>	<p>We welcome diversity of thought and encourage the sharing of ideas and opinions</p> <p>We are self-aware, lead by example and model and uphold positive behaviours</p> <p>We encourage innovation, experimentation and creativity – and celebrate success as well as failure</p> <p>We call out behaviours that fall short of our values or expectations</p> <p>We are open, honest, transparent and respectful in our interactions, even when challenged to be so</p> <p>We understand power dynamics and manage these</p> <p>We foster connection in our teams and across the organisation</p> <p>We know our biases and work hard on overcoming these</p>



We build strong teams

- We communicate and plan for the future and navigate the way
- We set high standards, clear expectations and hold our people to account
- We set our people up for success and support them to achieve their goals
- We create strong team morale and bring out the best in others
- We harness diverse perspectives, skillsets and ideas to achieve the team's and organisation's goals
- We know our people as individuals and what drives and motivates them
- We give great feedback (good and bad) and have the conversations needed to lift capability and performance
- We take action when we need to, stepping up to the tough stuff in a thoughtful and diplomatic way



We drive vision & impact

- We set and model our vision, purpose and values in all we do
- We build partnerships to drive the purpose and transformation in the sector
- We create competitive and breakthrough strategies and show a clear connection between vision and action
- We set courageous goals that drive the organisation forward – and hold ourselves and others to account for achieving them
- We empower innovation and inspire others to do the same
- We bring a strategic mindset and anticipate future needs, trends and impacts
- We are commercially savvy and understand our financial and operating environment
- We think long-term and lead sustainability

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