

DAIRYNZ Position Description

Communications & Marketing Specialist – Dairy Training

Position

Position Title: Communications & Marketing Specialist – Dairy Training

Direct Report: Nil

Budget: Nil

Management Position: No

Reports to: Senior Communications & Marketing Specialist

Career Level: Specialist

Revenue: Nil

Delegated Authority: Nil

Purpose of DairyNZ

Our Purpose: ***Progressing a positive future for New Zealand dairy farming.***

Our Vision: ***To make the levy the best investment of every New Zealand dairy farmer.***

That's why we exist for farmers, working along them and others to leverage our collective strength and create purposeful change.

Purpose of the position

The Communications and Marketing Specialist is responsible for leading both the strategy and execution of all marketing and communications initiatives for Dairy Training. This role plays a pivotal part in growing brand awareness, increasing course enrolments, and helping the business achieve its growth ambitions. As a hands-on specialist, the successful candidate is responsible for leading the roll out of the new brand identity, and creating and delivering multi-channel campaigns that drive engagement and enrolments/registrations (measurable business results), while ensuring brand consistency and effective stakeholder engagement.

Team organisation chart



Key position deliverables

Key deliverables of the role to be reflected in the Performance Agreement and Individual Performance Targets.

Key Performance Requirement:	Key Indicators:
Marketing strategy and planning	<ul style="list-style-type: none"> • Develop and implement a comprehensive marketing strategy aligned with business goals. • Create annual marketing plans, with clear KPIs and measurable outcomes. • Identify growth opportunities to drive business expansion.
Campaign execution and content creation	<ul style="list-style-type: none"> • Deliver end-to-end marketing campaigns across digital, print, email, and social media. • Design on-brand promotional assets using Canva and/or Adobe Creative Suite. • Write compelling copy for web, email, social, brochures, media, and advertising.
Brand and rebrand management	<ul style="list-style-type: none"> • Maintain and evolve Dairy Training's brand identity across all channels and touchpoints. • Lead the implementation of a full brand refresh process. • Collaborate with parent-brand DairyNZ brand guardians and design team to fully align the Dairy Training sub-brand with DairyNZ, so that the roll out is on-brand and messaging is aligned. • Act as brand guardian to ensure consistent application across internal and external touchpoints.
Digital marketing and website management	<ul style="list-style-type: none"> • Manage and update the website (WordPress CMS), ensuring user experience best practice. • Develop and deploy email campaigns (EDMs) using email marketing platforms. • Plan, build, and monitor Meta (Facebook/Instagram) ads and Google advertising. • Analyse campaign performance and optimise content based on data insights. • Work with DairyNZ stakeholders on the digital transformation of the website, email marketing strategy, and integration with student management system (SELMA).

Stakeholder and channel co-ordination	<ul style="list-style-type: none"> • Collaborate with DairyNZ's Farmer Communications and Marketing team, and the Corporate Communications and Media team to plan activity and amplify messages. • Manage relationships where necessary with creative agencies, designers, media partners, and print providers. • Work closely with stakeholders from both Dairy Training, DairyNZ, and other partners to gather content and align messaging.
How We Work	<ul style="list-style-type: none"> • Support and role model DairyNZ values and principles: Connected, Curiosity, Courage and Credibility. • Understand and adhere to company policies and guidelines. • Actively support and contribute to DairyNZ organisational culture of one team. • Actively support and encourage continuous improvement to drive our organisation forward. • Strive to provide a safe and healthy workplace • Role model industry safe working practices • Take appropriate action to ensure correction of any condition or practice, which may cause harm to yourself, others or the environment. • Actively promote DairyNZ Health, Safety & Wellbeing Policies and procedures. • Support and encourage employee participation and consultation in all aspects of Health, Safety and Wellbeing management. • Comply with legislative requirements and relevant standard

Key relationships

Internal	External
Farmer Communications Team	NZDIA Regional leads
Corporate Media Team	Marketing contractors
Internal Communications	
Regional Teams	
DTL Team	

Qualifications and experience

Essential	Preferred
5+ years' experience in marketing and communications, with a strong focus on brand management, strategy, digital and multi-channel campaign execution.	Experience in the dairy farming sector and/or vocational education and training sector.
Proven ability to develop and deliver results-driven campaigns.	Understanding of levy-funded organisation structures and large corporate marketing and communication team environments.

Strong design skills in Canva and/or Adobe Creative Suite (Photoshop, InDesign, Illustrator).	Familiarity with CRM and student management systems (e.g. SELMA).
Experience using website CMS (ideally WordPress) and email marketing tools.	
Knowledge of social media marketing and paid media platforms (Meta, Google).	
Excellent written and verbal communication skills, with strong copywriting ability.	
Experience working with or within creative and media agencies.	
Experience managing a brand, including being part of a rebrand process.	

Job specific & technical competencies

Category	Descriptor/Evidence
Marketing and Communications Expertise	Practical and theoretical marketing and communications expertise, with a foundation at tertiary level. Takes responsibility for increasing expertise and keeping up to date with industry changes, technical knowledge and changes in media channels.
Technical Writing	Can draft content, write and edit articles to newspaper standard and style. Can communicate in a variety of styles to meet publication requirements. Can distil complex science/information to facilitate appropriate messages to target audience(s). Tailors messages to obtain anticipated results.
Creativity	Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
Clear communicator	Articulates ideas and intentions clearly and succinctly. Is honest, tactful and diplomatic in interactions. Writes clearly and succinctly; can get messages across that have the desired effect. Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organisation. Provides information so others can make accurate decisions; is timely with information.
Planning	Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.
Interpersonal Savvy	Relates well to all kinds of people – up, down and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.
Quality Focus	Production of detailed, accurate and precise work. Ability to tackle multiple tasks and successfully manage conflicting priorities
I.T. Literacy	Multi media savvy, including web applications such as Facebook and Twitter. Capable of utilising all of MS Office suite to develop and deliver documentation and reporting of the required standard at a Team Member level.

Career level competencies – Specialist

Competency	Descriptor/Evidence
PROBLEM SOLVING	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems;

	is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.
INTELLECTUAL HORSEPOWER	Is bright and intelligent; deals with concepts and complexity comfortably; described as intellectually sharp, capable and agile.
INTERPERSONAL SAVVY	Relates well to all kinds of people – up, down and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.
TIMELY DECISION MAKING	Makes decisions in a timely manner, sometimes with incomplete information under tight deadlines and pressure; able to make a quick decision.