

DAIRYNZ Position Description

Event Marketing Specialist

Position	
Position Title: Event Marketing Specialist	Reports to: National Business Events Manager
Position location: Flexible	
Direct Report: Nil	Career Level: Team member
Budget: Varies, Project Budgets	Revenue: Nil
Management Position: No	Delegated Authority: Nil

Purpose of DairyNZ

Our Purpose: ***Deliver 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 alongside them and others to leverage our collective strength and create purposeful change.

Purpose of the position

The Event Marketing Specialist is responsible for leading the development and execution of marketing and communications plans for DairyNZ's national/business, and nationally focused events. The role drives the creation of high-quality, consistent event marketing and communication resources, ensuring all event-related activity aligns with DairyNZ's brand standards and strategic objectives.

The role takes the lead in developing and implementing marketing and communication plans for national events, including those delivered by the National Business Event Manager. It has responsibility to develop national assets for multi-region delivery events including Progressing Dairy events. It provides specialist advice, tools, templates, and coaching support to regional Event Partners, enabling consistent and effective event promotion across the organisation.

The Event Marketing Specialist maintains oversight of the quality and effectiveness of event marketing materials, ensuring a cohesive and compelling event experience for farmers and stakeholders, while strengthening the DairyNZ brand nationwide.

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 and communications for owned events	• Development of end-to-end marketing and communications plans to effectively promote events and deliver to event KPIs; e.g. attendance and/or awareness. • Development of farmer-led key messaging with internal stakeholders for events promotion aligned to farmer need and DNZ strategic priorities and objectives • Owned marketing plans implemented on time and to budget, optimised accordingly throughout the promotional period. • Work closely with communication and marketing team to leverage marketing approaches including working with channel specialists across social media, email marketing, podcasts, inside dairy and website, to deliver on marketing plans. • Work with Regional Teams and the wider media team to identify opportunities for regional media coverage to further extend reach and increase visibility / presence of DairyNZ activity in the regions. • Co-design partnership events marketing as required with external partners e.g. Dairy Womens Network (People Expos), Fonterra (progressing dairy events) • Develops targeted audience, messaging and channel plans that ensure the right farmers and stakeholders are reached through the most effective communication channels. • Work with Digital Channels and Marketing and CRM & Insights teams to establish reporting dashboards on events marketing to enable optimisation of marketing activity and provide feedback on

	attraction and conversion of attendance, to drive continuous improvement across the wider events system.
Leadership of event marketing strategy and quality of event marketing delivery	• Lead event marketing quality and consistency through development of event marketing principles. • Provides specialist event marketing expertise across DairyNZ, lifting the quality, consistency and effectiveness of event promotion and ensuring marketing activity is insight-led, farmer-focused and aligned to DairyNZ's brand, strategic priorities and engagement objectives • Champions brand consistency by developing practical event marketing tools, templates, guidance and principles that support regional teams to deliver professional, farmer-focused and on-brand event communications. • Stay across trends in event marketing and make recommendations for these to be applied at DairyNZ • Provide coaching on event marketing best practice to event partners in the regions through communities of practice. • Leads marketing and communications planning for nationally focused events and provides frameworks, templates and coaching that enable regional Event Partners to deliver high-quality, locally relevant event marketing within a consistent national brand approach. • Input into regional specific events marketing plans and support with promotion as required.
CRM data and marketing	• Work with the CRM and Farmer Insights team to develop audience segmentation strategies and use CRM marketing capabilities to support attendance and engagement outcomes. • Ensure event records, registrations, attendance, feedback and follow-up actions are captured accurately and within agreed timeframes using CRM/Dyna and other required systems. • Support consistent CRM practices across national and/or regional event delivery, including data entry, data cleansing, contact quality, event tagging and reporting accuracy. • Provide event performance information and reporting to support review of attendance, engagement, delivery quality and continuous improvement. • Work with Regional Teams, CRM & Farmer Insight Manager, and the Events Marketing Specialist to improve the quality and usability of event data and farmer insights.

Reporting & post event analysis	• Lead reporting requirements for key internal stakeholders including the Head of Farmer Communications and Marketing to regularly communicate effectiveness of activity aligned to business KPIs. • Uses event performance data, audience insights, channel performance and post-event feedback to assess marketing effectiveness, identify improvement opportunities and inform future event marketing approaches. • Drives continuous improvement with a focus on reach, attendance and post-Event VoF, together with key stake holders (e.g. Regional Teams, Event Partners, National Business Events Manager)
How We Work	• 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
Regional Managers	External partners – events specific
Event Partners	Marketing and advertising agencies as/when required
Comms and Marketing wider team	
Brand engagement and partnerships manager	
Brand Marketing Manager	
Media team	
CRM & Farmer Insights team	
Research and Science Performance Team	
Farm Systems team	
Programme / Project Leads	
Wider Regional Team	

Qualifications and experience

Essential	Preferred
Intermediate level event marketing experience, corporate and multi-region	Budget management skills and experience
Relevant tertiary qualifications	Knowledge of the New Zealand dairy sector
Strong planning, coordination and administrative capability, with experience managing multiple marketing deliverables, timelines and stakeholders.	Experience developing audience-led marketing plans across multiple channels.
Project management experience	Experience using campaign or event performance data to inform marketing recommendations.
Strong experience in developing targeted audience-led marketing plans and journeys across multiple channel touchpoints, with a focus on driving audiences through a pre and post event journey.	
Excellent time and admin management skills with proven organisational skills and the ability to prioritise tasks and meet deadlines.	
Confident using Microsoft Office and relevant digital, CRM, email marketing or content management platforms to support campaign planning, delivery and reporting.	
High level of competency and experience using customer relationship management programme.	
Excellent written, oral and interpersonal communication skills.	
Experience in developing and scheduling content across communications and marketing channels of website, social media and email marketing.	
Ability to build relationships and networks with a wide range of people	
Quality focused – production of detailed, accurate and precise work.	
A self-starter - manages own time/workload and works equally well independently and as part of a team	
High level of achievement through creative problem solving and flexibility	

Job specific & technical competencies	
Category	Descriptor/Evidence
Technical Expertise	Practical and theoretical event management expertise. Takes responsibility for increasing expertise and keeping up to date with changes and knowledge. Undertakes research regarding best practice.
Marketing and Communication Expertise	Practical 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 communicate in a variety of styles to meet media requirements. Can distil complex science to facilitate appropriate messages to target audience(s). Tailors messages to obtain anticipated results.
Political Savvy	Can manoeuvre through complex political situations effectively and quietly; is sensitive to how people and organisations function; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organisational life and works to adjust to that reality; is a maze-bright person.
Composure	Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.
Organising	Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.
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.
Relationship Management and Stakeholder Engagement	Identifies key stakeholders and activity develops and manages relationships with them. Can utilise relationship to influence. Builds, manages and utilises networks.
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.
Project Management	Uses project management methodology to enable effective delivery to milestones and deadlines. Plans and schedules project work effectively. Identifies and engages stakeholders and collaborates when appropriate. Able to successfully manage multiple stakeholder projects.
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.
Collaboration	Actively seeks to collaborate. Can demonstrate successful collaborations. Collaborates when appropriate to do so. Influences with ability to generate cohesion and inspire collaboration within areas of influence.
Industry	Sufficient understanding and knowledge of the dairy industry to be able to successfully develop and deliver allocated event projects.

	Actively seeks to increase knowledge of the dairy industry.
Quality Focus	Production of detailed, accurate and precise work. Ability to tackle multiple tasks and successfully manage conflicting priorities
Budget Management	Is responsible in managing delegated budget and in assessing validity of costs. Raises budget issues with Programme/Project Manager and/or Development Team Leader.
Comfort around higher management	Can deal comfortably with more senior managers; can liaise and negotiate with more senior managers without undue tension and nervousness; understands how senior managers think and work; can determine the best way to get things done with them by talking their language and responding to their needs; can craft approaches likely to be seen as appropriate and positive.
Understands organisational politics and systems	Is sensitive to how people and organisations function. Anticipates system/process/timing issues and plans/responds accordingly. Seeks to reduce variances in organisational processes, working co-operatively with colleagues in other areas to ensure consistency, and to provide support or back up as required. Delivers high quality service and support which meet the needs and requirements of internal and external customers.
Process Management & Improvement	Good at figuring out the processes necessary to get things done; knows how to organise people and activities; understands how to separate and combine tasks into efficient work flow; knows what to measure and how to measure it; can see opportunities for synergy and integration where others can't; can simplify complex processes; gets more out of fewer resources.
I.T. Literacy	Capable of utilising all of MS Office suite to develop and deliver documentation and reporting of the required standard at a Management level. Proficient user of CRM. Advanced user of Microsoft Suite, including Word, Excel, PowerPoint and Outlook

Career level competencies – Team Member

Competency	Descriptor/Evidence
CUSTOMER FOCUS	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
PRIORITY SETTING	Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.
DRIVE FOR RESULTS	Can be counted on to deliver goals successfully; is constantly and consistently striving to achieve; very bottom-line/results oriented; steadfastly pushes self and others for results.