

### POSITION DETAILS

TITLE	Team Leader Programmes, Promotions and Digital Support
REPORTS TO	General Manager Community Experience
LOCATION	Whakatāne District Council offices
DATE	June 2025
DIRECT REPORTS	TBC - Approx 3 FTE
FINANCIAL DELEGATION	\$10,000

### PURPOSE OF POSITION

Lead the growth of digital capability and the provision of programmes, marketing and promotions for the library, arts and heritage teams (the Arts). This involves leading a team to develop and deploy a strategy to support the design and delivery of an aligned set of educational public programmes, and effective marketing and promotional plans, to enhance community awareness, engagement, learning, and participation in the Arts while leveraging digital capability to maximise the efficient and effective delivery of services and community outreach.

### KEY ACCOUNTABILITIES

KEY RESULT AREAS	EXPECTED OUTCOMES / PERFORMANCE INDICATORS
VALUES	The best interest of the organisation is represented at all times ensuring Council values are reflected in behaviours and professional delivery of role.
PEOPLE LEADERSHIP	<p>Lead and support a multidisciplinary team building a positive, collaborative, and innovative team culture.</p> <p>Lead change initiatives and support continuous improvement in service delivery and staff experience.</p> <p>Provide effective leadership, coaching, support, and professional development to grow team capability, engagement and performance.</p> <p>Promote teamwork and collaboration among staff, encouraging an environment of innovation and continuous improvement in service delivery.</p>
BUSINESS PLANNING AND DELIVERY	<p>Collaborate with colleagues across the Arts to develop a programmes, promotions and digital strategy that will enable the Arts to grow patronage, access, learning and participation across Whakatane District's diverse community.</p> <p>Lead the development and utilisation of digital solutions to transform Arts services and customer experience and supporting the community to access information, education, programmes and experiences through the utilisation of spaces and gateways that adapt with the changing needs of our diverse communities.</p> <p>Enable and support the efforts to optimise the completeness and accuracy of information records, and to enhance our offering and delivery through established and new channels of digital services.</p> <p>Lead the collaborative design and delivery of vibrant educational public programmes, resources and events across the Arts, that leverage current collections and planned exhibitions, that meet the needs and interests of different community groups and celebrate the diversity of Whakatane District.</p>

	<p>Lead the development, implementation and evaluation of marketing and promotional strategies to raise awareness and engagement with Library, Arts and Heritage services, events and programmes maximising alignment opportunities.</p> <p>Lead the development and implementation of aligned branding across the Arts, ensuring marketing collateral, including brochures, newsletters, posters, and social media and digital content is aligned and optimised.</p> <p>Manage project timelines, budgets and resource allocation for maximum efficiency and output.</p> <p>Manage budgets, funding applications, contracts, and reporting requirements, ensuring effective use of resources and alignment with strategic goals.</p> <p>Use data and analytics to monitor performance, inform planning and decisions, and demonstrate impact and report accordingly.</p>
<b>RELATIONSHIP BUILDING</b>	<p>Build and maintain strong partnerships with iwi, community organisations, educational institutions, funding bodies, and the wider Arts community to support strategy setting and delivery.</p> <p>Represent the Council in professional networks and forums to strengthen sector collaboration and visibility.</p> <p>Collaborate and support colleagues in the implementation of programmes and promotional activities to grow visitors and community engagement across the Arts.</p> <p>Ensure patrons are encouraged to share feedback and ideas about services, programmes and promotions, and that their voices are heard and incorporated into decision-making.</p>
<b>HEALTH, SAFETY AND WELLBEING</b>	<p>Ensure Council's documentation and procedures are understood and implemented to ensure risks to health and safety of those in the workplace are eliminated and / or controlled.</p> <p>Accurately report all work-related hazards, incidents and accidents and implement any follow up corrective actions.</p> <p>Provide support, as required, to Health and Safety staff and General Manager to complete due diligence audits and other internal audits, assessments, and investigations.</p> <p>Regularly attend Health and Safety training, ensuring certification is current, as required.</p> <p>Ensure active worker participation and engagement in Council's health, safety and wellbeing practices and projects.</p>
<b>ADDITIONAL DUTIES</b>	<p>Assist with emergency management events as instructed and attend relevant training in Civil Defence as required.</p> <p>Attend relevant training, as required.</p> <p>Complete other duties that may be required, in agreement with the line Manager.</p>

### KEY RELATIONSHIPS

EXTERNAL	INTERNAL
<ul style="list-style-type: none"> <li>Community organisations</li> <li>Educational institutions</li> <li>Iwi</li> </ul>	<ul style="list-style-type: none"> <li>Councillors</li> <li>Leadership team</li> <li>Arts and Heritage management team and staff</li> <li>Communications Team</li> <li>Tourism and Events Team</li> </ul>

### PERSON SPECIFICATION

<b>QUALIFICATIONS</b>	A relevant tertiary qualification in marketing, communications, public relations, information management, digital technology, computer or library science or a related field.
<b>EXPERIENCE</b>	Proven experience in programmes, marketing, promotions, and/or communications, preferably within the arts, cultural, or public sector and with a digital lens.
<b>KNOWLEDGE, SKILLS AND ATTRIBUTES</b>	<p>Proficiency in social media management, content creation, and digital marketing tools.</p> <p>3 years' experience in team leadership, strategic planning, and project management.</p> <p>Excellent interpersonal skills and ability to relate to, and collaborate with, people at all levels.</p> <p>Demonstrated skills in leading and developing teams, managing performance, and achieving cultural alignment with organisational values.</p> <p>Excellent relationship management and communication skills, with the ability to engage respectfully and collaboratively with iwi, artists, and community groups.</p> <p>A relationship builder with an understanding of tikanga and the ability to communicate in a culturally competent manner.</p> <p>High level of organisational, financial, and analytical skills.</p> <p>Collaborative and cooperative team player that values diversity and inclusion.</p>
<b>OVERALL</b>	<p>Has no previous or current medical conditions, which would affect the ability to perform the duties described in the job description.</p> <p>Able to work overtime and weekends should this be required.</p> <p>Full clean current drivers' licence.</p>

I, \_\_\_\_\_ agree and accept the duties and responsibilities captured in this position description.

\_\_\_\_\_  
Employee signature

\_\_\_\_\_  
Date

## Our vision and values

*Tō tātau matakitenga me ngā wāriutanga*

### OUR VISION *Te matakitenga*

### Better Together *Toitū te Kotahitanga*

### OUR VALUES *Ngā wāriutanga*

We put **people** at the heart of everything we do  
*Toitū te Tangata!*

- We value relationships
- We think of others
- We listen to understand
- We value our differences

We are always **learning and improving**  
*Toitū te Taumata!*

- We look for success on the horizon
- We seek out opportunities to grow
- We safely make mistakes
- We strive to be better
- We're open to change and embrace it
- We ask questions and challenge assumptions
- We reflect and review
- We ask for and share feedback
- We're brave and have courage

We care about our **environment**  
*Toitū te Taiao!*

- We keep our communities informed
- We are stewards of our place
- We bring people together
- We consider the needs of our communities
- We improve quality of life
- We are the community

We are **passionate and proud**  
*Toitū te Mauri Ora!*

- We love this place
- We love what we do and do what we love
- We bring energy and enthusiasm
- We look to have fun
- We aim for the best version of ourselves every day
- We acknowledge our efforts
- We share success stories
- We honour our past
- We look to the future together

We work as **one team**  
*Toitū te Mahi Tahi!*

- We trust and support each other
- We speak up
- We share our story
- We back each other up
- We keep each other informed and up to date
- We involve each other
- We ask for help when we need it



#### WHAKATĀUKI

Hūtia te rito o te harakeke,  
kei hea te kōmako e kō, kī mai ki ahau.  
He aha te mea nui o te ao, māku e kī atu,  
he tangata, he tangata, he tangata.

*Take away the heart of the flax bush  
and where will the bellbird sing?  
If you ask me what is the most  
important thing in the world  
I will tell you, it is people,  
it is people, it is people.*