



Marketing Manager

Reports to: Chief Marketing Officer

Location: Miramar, Wellington

Role Purpose

The Marketing and Communications Team exists to support the divisions of Wētā Workshop with their marketing and communication requirements and help Wētā Workshop achieve business goals.

The role of the Marketing Manager is to lead the marketing requirements of the Consumer Products and Tourism business units and provide support to the wider Marketing and Communications team. This will include developing and overseeing strategic marketing goals, leading wider business unit alignment, and nurturing professional growth within the team.

Key Accountabilities & Outcomes

Strategic planning and execution of marketing activities:

- Work with Heads of Department to develop and implement a full year marketing strategy for Tourism & Consumer Products – aligned with the wider Wētā Workshop vision and goals.
- Work with the Marketing Specialists to facilitate all marketing and promotional activity, ensuring it is derivative of the business unit strategy.
- Future proof departmental decision making by actively promoting data-driven marketing solutions and improved processes.
- Work with the Marketing Specialists, CMO and external agencies to create, implement and report on paid media plans.

Oversee the Consumer Products and Tourism marketing budgets in conjunction with the Heads of Department:

- Set agreed budget parameters and facilitate any necessary revisions with the Heads of Department.
- Provide guidance to the Marketing Specialists on maximising the marketing budgets, fulfilling all departmental communications and marketing objectives.
- Support the Marketing Specialists with monthly tracking and reporting.

Lead, manage and grow the Marketing Specialists – Tourism/Consumer Products, and Marketing Assistant – Consumer Products:

- Provide leadership and guidance to the team, with opportunities for professional development.
- Work with the CMO, SLT, Tourism Ops managers and CP Leadership team to facilitate high level decision making where required.

Be a valuable member of the Marketing Communications and Media team and the Consumer Products/Tourism Senior Leadership Teams:

- Ensure the wider teams are informed of relevant marketing trends, opportunities, and community feedback.
- Regularly contribute to Consumer Products Leadership meetings and feedback to the Consumer Products Marketing Specialist and Marketing Assistant.
- Work closely with the Head of Media Production, Senior Media Producer and Senior Graphic Designer to oversee briefings and workflow through to the Media Production & Graphic Design teams.

Develop and maintain key industry and stakeholder relationships:

- Manage key partnerships and joint ventures that strengthen product visibility and position in market.
- Support relationships with key Licensor & industry stakeholders, to streamline marketing approvals and facilitate external marketing opportunities.

Wider Wētā Workshop Marketing support:

- Support wider business marketing initiatives where required.
- Facilitating cross-departmental marketing goals and activity – with project management, implementation and reporting where required.
- Be a positive team member and contribute to team wellbeing and collaboration
- Champions excellent health, safety, and wellbeing practices.
- Demonstrate and live the Wētā Workshop values

Health, Safety, and Well-being

- Follows all health, safety, and well-being rules, procedures, and instructions. Takes reasonable care to look after their own H&S at work and the H&S of others.
- Champions excellent health, safety and wellbeing practices.

Qualifications & Experience

- Tertiary qualification in marketing or similar field
- 7+ years' experience in marketing – Licensing, Product or Tourism experience advantageous.
- 2+ years' experience in people management
- Proven experience using marketing and sales tools such as website CMS, CRM's, Google Analytics, and email marketing platforms.
- Proficiency in MS Word, Excel and PowerPoint
- Project Management
- Basic financial skills: P&L, Cashflow, Inventory

Skills & Competencies

- A strong strategic thinker who can develop plans to problem solve and address marketing challenges and provide innovative solutions
- A self-starter with strong personal time management skills and ability to juggle multiple projects and portfolios while working to tight deadlines calmly and professionally.
- Initiative and dependability – must be proactive with laser like focus to problem solve and look outside the square.
- Exceptional communication skills – you'll be an exceptional people wrangler with the ability to relate to various people inside and outside Wētā Workshop.

- Ability to simplify complex concepts and challenge and communicate these with clarity to stakeholders
- Digital knowledge – understanding and love of all things digital with a passion for developing knowledge and hunting out new trends/technology.
- A positive attitude, genuine professional passion for this space and a hunger to get things done.
- Commercially aware and customer-focused
- Strong copy writer

Key Working Relationships

Internal

- Consumer Products Leadership Team
- Tourism Leadership team
- Communications Manager
- Chief Marketing Officer
- Head of Product
- Media Production & Graphic Design team
- Marketing Specialist – Tourism
- Marketing Specialist – Consumer Products
- Marketing Assistant – Consumer Products
- Finance team
- People and Culture

External

- Licensors
- Retail/wholesale customers
- Marketing and digital Agencies
- Fans, influencers, reviewers

Financial Responsibilities

\$20k OPEX and contracts to purchase, \$20k Fixed Assets

Oversee Consumer Products and Tourism Marketing budgets, totaling approx. \$1,500,000

People Management

Responsible for 3 direct reports

Change to Job Description

Completed on: 1/10/2025 Review Date: 31/10/2026