



Position Description

POSITION	Marketing Specialist (Part-Time, Temporary)
HOURS	20 Hours per Week
LOCATION	Wellington
RESPONSIBLE TO	Group Marketing Director
EFFECTIVE	December 2024
CONTRACT DURATION	12 Weeks From Start Date

Context of the Position

The Marketing Specialist will support the Group Marketing Director and other team members to execute and assist in the development of marketing activities. This includes creating and managing marketing campaigns, supporting the development of a new website, and using AI tools to enhance content creation.

This is a temporary, part-time role requiring an experienced marketing professional with at least 3–4 years of experience in marketing roles. The successful candidate will have the opportunity to contribute to high-quality marketing activity, including strategy development, campaign execution, and content creation.

About Allen + Clarke

Allen + Clarke is a consultancy that supports the public sector, not for profit and private sector clients in New Zealand, Australia, the Pacific and Asia. Operating for more than 20 years, we have grown to over 60 team members across our offices.

Allen + Clarke has proven expertise in:

- evidence-based policy, research, and evaluation
- the development and implementation of public sector strategies and policies
- legislative and regulatory reviews
- project and programme management
- consultation and engagement processes
- business case development
- international development assistance

Allen + Clarke delivers work to clients using individual staff (consultants) and specially formed project teams. Consultants are assigned to projects by the Practice Lead, who will draw on the experience and skills of staff from across *Allen + Clarke* to ensure we deliver excellent support and advice to our clients.

Purpose and Key Accountabilities

The Marketing Specialist will work closely with the Group Marketing Director to deliver impactful marketing activities aligned with [Organisation's] strategy. This role will have a particular focus on supporting the execution of marketing campaigns, content creation, and assisting the development of a new website.

Role purpose	Key Accountabilities and Deliverables
Content Creation	<ul style="list-style-type: none"> Develop high-quality long-form and short-form content, including blogs, social media posts, and email campaigns. Use AI tools to assist in content creation, ensuring efficiency and quality. Draft and manage content briefs for designers and other stakeholders.
Campaign Execution	<ul style="list-style-type: none"> Support the ideation, development, and delivery of multi-channel campaigns. Schedule and manage marketing activity to ensure timely delivery. Contribute to performance reporting and suggest optimisation methods based on campaign results.
Website Development Support	<ul style="list-style-type: none"> Assist in content creation and organisation for the new website. Collaborate with the web development team to ensure alignment with marketing objectives.
Stakeholder Collaboration	<ul style="list-style-type: none"> Work with internal experts to create and refine content. Liaise with external agencies as required to support campaign delivery.
Brand and Strategy	<ul style="list-style-type: none"> Ensure all marketing materials align with the organisation's brand guidelines. Contribute to the development and refinement of marketing strategies and positioning for target audiences.

Person Specification

Qualifications

A tertiary qualification or micro-credential in marketing, business, or related field.

Experience

- At least 3–4 years of professional marketing experience.
- Proven ability to create and manage high-quality content and campaigns.
- Experience in website development or support is desirable.

Technical knowledge

- Strong understanding of marketing automation tools and AI applications in content creation.
- Demonstrable ability to write clear, engaging content using plain language principles.
- Proficiency in managing social media platforms, especially LinkedIn.

Personal attributes

- Excellent written and verbal communication skills.
- Highly organised and able to manage multiple tasks and deadlines.
- Collaborative, proactive, and adaptable to changing priorities.