



The Royal New Zealand
College of General Practitioners
Te Whare Tohu Rata o Aotearoa

Marketing and Campaigns Advisor

Position Description	
Position title:	Marketing and Campaigns Advisor
Responsible to:	Manager Marketing and Engagement
Location:	Wellington
Date:	September 2026
Employment status:	Permanent
Grade	15

About the College

The Royal New Zealand College of General Practitioners (the College) is the professional body and postgraduate educational provider for vocationally qualified specialist General Practitioners (GPs) and Rural Hospital Medicine Practitioners.

Our key aim is to improve health outcomes and reduce health inequities for all people in Aotearoa New Zealand. We do this by setting and maintaining education and quality standards, and supporting our members to provide competent, equitable care to their patients.

Our work is underpinned by Kaitiakitanga (Stewardship), Whanaungatanga (Collaboration), Mana taurite (Equity), and Auaha (Innovation). Our 75+ operational staff support approximately 5,800 specialist GPs working in 1,000 general practices around the country.

Our people are committed to creating a contemporary and sustainable organisation, improving health equity, leading the way in education excellence, and ensuring the sustainability of quality general practice.

To learn more about who we are and what we do, [please visit our website](#).

About the role

As Marketing and Campaigns Advisor, you will be an energetic, hands-on member of the Marketing and Engagement team, helping us lift the College's marketing capability and connect more powerfully with the people we serve. Working alongside communications, engagement, events, digital and College teams, you will help turn audience insight into campaigns that are clear, compelling and measurable.

You will design and deliver audience-led campaigns across the membership lifecycle, using segmentation, CRM-enabled journeys, data, testing and strong messaging to attract, nurture, retain and re-engage priority audiences. We are looking for a collaborative marketer who brings practical campaign experience, curiosity, confidence with data and technology, and a genuine interest in supporting general practice, equity and better health outcomes across Aotearoa New Zealand.

Key Responsibilities

Marketing and measurement

- Develop and embed a practical College marketing framework, including segmentation, lifecycle stages, campaign planning and measures of success.
- Plan and deliver audience-led recruitment and membership campaigns across the funnel, with clear propositions and value-based messaging for priority audiences.
- Set baselines, track campaign and funnel performance, and maintain reporting, analytics and UTM discipline to show results and return on investment.
- Test and optimise audiences, messages, channels, content and timing, applying insights to improve future marketing activity and support College-wide engagement outcomes.

CRM, member journeys and marketing automation

- Use CRM and marketing automation to design personalised member journeys across onboarding, training, Fellowship, CPD, renewal and re-engagement.
- Maintain quality audience segments and lists, with active attention to consent, privacy, equity and Māori data sovereignty.
- Build, test and schedule automated campaigns, including channel, EDM and reporting requirements.
- Help ensure the CRM platform supports segmentation, journeys, automation and campaign reporting.

Relationships and partnerships

- Maintain recruitment marketing relationships with universities, medical schools, student associations, Health New Zealand and RMO units.
- Provide audience insight and nurture content that strengthens partnership channels.
- Brief and manage creative, media, advertising and analytics suppliers to agreed scope, budget and quality.
- Support event marketing plans and registration conversion, including the annual conference.

Campaign delivery

- Deliver campaigns as managed projects, with clear plans, timelines, budgets, milestones and evaluation.
- Manage multiple campaigns and priorities across the College calendar, CRM programme and conference year.
- Manage marketing budget lines, prioritise spend, and flag variance early.
- Use approved AI-enabled tools safely to improve workflows, with human oversight of member-facing activity.
- Ensure campaign activity aligns with College brand, privacy, equity, Te Tiriti o Waitangi and cultural safety expectations.

Position Requirements

Candidates should have the following essential skills and experiences:

- At least five years' marketing experience, including end-to-end campaign ownership and measurable outcomes.
- Strong understanding of segmentation, lifecycle marketing, funnels and member journeys.
- Hands-on CRM or marketing automation experience, including segments, journeys and automated campaigns.

- Confidence using data, dashboards and reporting to improve campaign performance and demonstrate impact.
- Excellent writing, messaging and briefing skills for clear, persuasive, audience-appropriate content.
- Experience in recruitment, acquisition, retention or membership growth campaigns, ideally in health, education or professional settings.
- Sound judgement to prioritise effort, budget and resources for greatest impact.
- Comfort using approved AI-enabled tools responsibly to support drafting, analysis and workflow improvement.

Candidates should demonstrate the following essential attributes:

- Comfortable building new approaches and creating structure where needed.
- Evidence-led, curious and willing to test, learn and adapt.
- Collaborative and influential, with the ability to build trust across teams.
- Highly organised and able to manage multiple campaigns, priorities and deadlines.
- Committed to accuracy, brand consistency, cultural safety and respectful communication.
- Able to apply Te Tiriti, equity and Māori data sovereignty considerations to marketing decisions.
- Thoughtful and accountable in AI use, with privacy, verification and human judgement central.
- Applies sound judgement and accountability when using AI: verifies accuracy, maintains human oversight, and applies an equity and cultural safety lens (including Māori data sovereignty considerations) before sharing or acting on outputs.
- Identifies opportunities to reduce manual effort and improve workflow efficiency through safe, responsible use of approved tools, and escalates improvement ideas through agreed channels.

Key Relationships

Internal

- Manager Marketing and Engagement
- Marketing and Engagement team
- Senior Leadership team
- Cross-functional teams within the College

External

- College members, registrars and prospective registrars
- Universities, medical schools and student associations
- Health New Zealand and hospital RMO units
- CRM, marketing automation and analytics vendors
- Advertising, media and creative agencies
- Contracted suppliers and service providers

Health & Safety

As an employee you will:

- Take reasonable care of your own health and safety.

- Take reasonable care that what you do, or do not do, does not adversely affect the health and safety of others.
- Cooperate with any reasonable policies or procedures the College has in place on how to work in a safe and healthy way.
- Comply with any reasonable instruction given by the College so that you can comply with the Health and Safety at Work Act and its regulations.

Financial Delegation

As an employee you will:

- Maintain understanding of the College's current financial delegation policy.
- Apply the policy appropriately in all situations.