



## LATIN AMERICAN MARKETING SERVICES

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Manning Group Limited is a highly motivated and experienced New Zealand company which has worked for over 25 years in the promotion and strategic communication of New Zealand industry and services capability to Latin American executives, influencers and the media.

Manning Group possess significant experience in leading and coordinating marketing and communication activities across regions, building a coherent narrative, and responding to specific market interests.

### 1. Market Strategy & Program Development Services:

- 1.1. Development and implementation of integrated marketing and communications plans (for the Latin American region and individual markets) that pursue broad long-term objectives with a defined set of programs and measurable outcomes working with clients as well as in consultation with Education NZ, NZTE and Trade Commissioners in Latin America.
- 1.2. Measurement of the effectiveness of marketing activities, including identifying key performance indicators, measurement tools and benchmarks.

### 2. Program Execution:

- 2.1. Generate innovative ideas, develop project plans, manage budgets and timelines, and prioritise critical programs and elements necessary to achieve objectives.
- 2.2. As per marketing plans, manage marketing activity for events in Latin America including direct marketing, branding, promotion and collateral production.
- 2.3. Initiate and coordinate content creation to promote New Zealand and clients' capability to a Latin American audience.
- 2.4. Identify communications channels including local media, key partners and stakeholders.
- 2.5. Work with Business Development Managers and other subject matter experts to create content for distribution via targeted communication channels
- 2.6. Manage Latin American social media accounts and local language websites and contribute to other online platforms as appropriate.

### 3. Regional co-ordination:

- 3.1. Lead consultation and ideas generation across the region in the delivery of pan-regional and market specific campaigns.
- 3.2. Convene regular marketing and communication planning sessions with clients.



#### 4. Management of service providers:

- 4.1. Identify and manage local designers, printers and agencies to deliver the marketing and communications strategy across the Latin American region or in individual countries.
- 4.2. Effectively manage invoicing of third party service providers as required.

#### 5. Services Delivery:

- 5.1. Manning Group works collaboratively with clients to contribute to service delivery and achieve desired outcomes.
- 5.2. Manning Group Limited has 25 years of market development experience in Latin America which has:
  - 5.2.1. An understanding of both Latin American and New Zealand business cultures.
  - 5.2.2. Demonstrated experience and record of achievement in developing and delivering integrated marketing and communication strategies including the ability to translate business plans into marketing strategies.
  - 5.2.3. Demonstrated marketing skills and experience across a range of channels including digital and online, traditional and social media, collateral development and production, video, advertising, sponsorship and events.
  - 5.2.4. Strong interpersonal skills, including a long record of success in stakeholder management and working with virtual teams as well as in building durable networks with political and professional establishments.
  - 5.2.5. Professional project management skills and the drive and discipline to ensure competing deadlines are met on time.
  - 5.2.6. Experience in briefing and managing suppliers within tight budgets and deadlines.
  - 5.2.7. Superior written and verbal communications skills in English and Spanish.

