



The New Zealand Merino Company (NZM)

JOB DESCRIPTION

Job Title:	Marketing & Social Media Specialist
Department:	Glerups / Business Services
Responsible to:	Glerups NZ Manager
Responsible for: (Total number of staff)	0
Job Purpose:	<p>This job exists to:</p> <ul style="list-style-type: none">• support the Glerups NZ Manager with the development and execution of a marketing strategy in accordance with the overall Glerups company goals.• oversee all digital marketing to provide a consistent messaging within the market.• provide administrative support to Glerups distribution; invoicing, enquiries, shipping and returns process.• assist with coordinating distribution amongst retailers.
Date:	September 2022

Organisation Context



Key Relationships

External <ul style="list-style-type: none">• Glerups• Retailers • Visitors to the office• Marketing providers	Purpose of contact with this person/s <ul style="list-style-type: none">• Liaise with Glerups and retailers on distribution• Glerups sales• Meeting and greeting of visitors• Liaise regarding various pieces of work
Internal <ul style="list-style-type: none">• Glerups NZ Manager• Office Coordinator• Creative Team• Digital Marketing Manager• NZM team	Purpose of contact with this person/s <ul style="list-style-type: none">• Direct Manager relationships• Provide backup support• Collaborate on collateral• Collaborate on digital marketing• Provide support when covering reception duties

Financial Responsibilities

See NZM Delegated Levels of Authority

Key Result Areas

The position of **Marketing & Social Media Specialist** encompasses the following major functions or Key Result Areas:

- Marketing (40%)
- Digital Marketing (30%)
- Glerups Coordination / Administration (30%)

Jobholder is responsible for	Jobholder is successful when
<p>1. Marketing</p> <ul style="list-style-type: none"> • Provide input in the development of a marketing strategy in accordance with the goals and vision for Glerups and execute on agreed actions. • Write copy and content for marketing material. (e.g., Marketing Brief, Retailers Brand Manual) • Coordinate with the in-house creative team to produce visuals for the marketing plan that align with customer/organisation goals. (e.g., Photoshoot) • Help create and promote the overall brand identity of the company. 	<ul style="list-style-type: none"> • Proactively working with the Glerups NZ Manager to ensure business goals are achieved. • Business needs are predicted, and proactively actioned. • All content produced is reflective of the Glerups experience and brand. • The Glerups and Creative teams working effectively together.
<p>2. Digital Marketing</p> <ul style="list-style-type: none"> • Maintain websites, ensuring a consistent message. • Look at data analytics, looking at trends and opportunities. • Content creation, including writing blogs, case studies, newsletters, and social media. • Plan and monitor the ongoing company presence on social media. • Be actively involved in paid advertising by helping the Digital Marketing Manager. • Looking at process efficiencies, assist with growing opportunities and ways to add value. 	<ul style="list-style-type: none"> • Website is kept updated with various campaigns. • Regular social media posts that generate interest and sales. • Consistent messaging across all channels. • New opportunities identified which add value to Glerups NZ and NZM.
<p>3. Glerups Coordination / Administration</p> <ul style="list-style-type: none"> • Assist with the distribution of product to retailers in New Zealand. • Support retail sales of Glerups directly to customers. • Provide administration support; invoicing, entering manual sales, returns & refund process. • Picking & packing of orders. • Customer enquiries. • Manage stock and assist with stocktaking. • Providing cover for reception as required. 	<ul style="list-style-type: none"> • Increased sales. • Strong relationships with both Glerups and retailers, with positive feedback received. • Positive experience from customers. • Seamless administrative process. • Positive experience for visitors to the office or over the phone. • Calls are answered in a timely, friendly, and knowledgeable manner.
<p>4. Other Duties, Health, Safety & Wellbeing, and NZM Policies</p> <ul style="list-style-type: none"> • Duties are not limited to those specified, so further tasks may be assigned on a project or ongoing basis. • Ensure that all Health, Safety & Wellbeing requirements as outlined in the Health, Safety & Wellbeing policy are complied with. 	<ul style="list-style-type: none"> • A proactive flexible approach is undertaken to achieve NZMs business objectives. • Awareness and compliance with Health and Safety requirements and procedures. Awareness and compliance with all NZM policies.

Note

The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance development process.

Work Complexity

Most challenging duties typically undertaken, or most complex problems solved:

- Meeting Glerups obligations within agreed timeframes.
- Looking for value add opportunities.

Person Specification

Qualifications (or equivalent level of learning)

Essential	Desirable
	<ul style="list-style-type: none">• Marketing Degree

Knowledge / Experience

Essential	Desirable
<ul style="list-style-type: none">• 2+ years' experience in an administration or marketing role.• Digital savvy and an understanding of data analytics.• Customer service experience.• Computer savvy in MS suite.	

Key Skills / Attributes / Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	<ul style="list-style-type: none">• Interpersonal ability• Initiative and proactivity• Communication skills, both written and oral• Time management• Attention to detail• Integrity• Planning and organisation skills• Proactive / self-starter
Competent level	<ul style="list-style-type: none">• Strong team player• Computer savvy• Digital savvy• Creative• Initiative• Relationship building• Professionalism
Awareness	<ul style="list-style-type: none">• Primary industry knowledge

Change to job description

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment– including technological requirements or statutory changes. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Approved by

Employee Name

Job Title

Signature

Date

Approved by

Name

Job Title

Signature

Date
