





SECTION 1: Title and Reporting Relationships							
Position title:	Retail Marketing Assistant	Location	The Hub, Auckland				
Business unit:	Marketing & Digital	Organisation unit:	Ngahuia Group				
Reports to:	Retail Marketing Manager						
Direct Reports:	None						

Primary Purpose:

In this role you will work closely with the Retail Marketing Manager to plan and deliver the promotional and seasonal retail marketing campaigns for the business. The role involves coordinating and executing any elements of marketing including local store marketing, retail collateral, print and digital advertising.

Section 2: Key Results Areas

Retail Marketing

- Clear and comprehensive briefs for promotional campaigns, signage, advertising, and activations
- Timely creation of in-store printables for fast turn-around POS materials
- Efficient management and delivery of printed collateral for store network
- Smooth operation and contract management for digital in-store screens

Content Coordination

- Efficient sourcing, maintenance, and management of samples in collaboration with buying and marketing teams
- Effective communication with brand team to ensure content required for retail marketing initiatives delivered

Communication

• Up-to-date campaign kits and effective briefing of stakeholders on promotional objectives and creative content

SECTION 3: Role Accountabilities

Retail marketing

- Creating and writing briefs for promotional campaigns, signage, advertising and activations.
- Create any instore printables for fast turn around POS
- Support timely management and delivery of printed collateral for store network.
- Manage contract and operations for digital in store screens.
- Working with external stakeholders to deliver on time and on budget.
- Support Digital Marketing Specialists, Retail Marketing Coordinator with any digital marketing coordination and execution

Communication

• Ensure campaign kits are up to date and all stakeholders are briefed on promotional and seasonal objectives and creative content for relative channels.

Research/Reporting

- Understand the customer through regular store visits, and provide reports post visit to ensure actionable insights are being made
- Complete footfall and other marketing reports weekly

Team

Support the Retail Marketing Manager and wider marketing teams where required

Health & Safety

• Comply with relevant legislation in relation to your own duties and work environment, including observing all internal safety procedures and policies, adopting healthy and safe work practices, reporting any hazards or accidents and ensuring that no action or inaction by you while at work, shall cause harm to yourself or any other person.







Ensure you and your team proactively look to create an environment of wellness across the team and working environment.

SECTION 4: Key Relationships

People and organisations both inside and outside of the company that this position would be required to manage

Internal	External		
Buying team	Contracted agencies		
 Planning team 	Local media partners		
 Retail Operations team 	Print/production agencies		
 Marketing and Digital team 	,,,		
 Stores 			
Distribution Centre			

SECTION 5: Our Values

New Zealand's Leading Footwear Retailer

CREATING EXPERIENCES AND STYLE THAT MAKES US ALL SMILE



Over 190 years leadership and more to give

- Superb product knowledge
- Presenting our product with pride
- Treating our customers as valued guests
- Engaged, meeting and exceeding expectations
- Attentively seeking insight into trends and fashion



THRIVING TOGETHER

- A thriving business in which our people are thriving
- Balanced scorecard, results focused
- Engaged teams, no silos
- Leaders in technology and innovation
- Wellness and Safety Driving customer metrics and satisfaction
- Encouraging personal development and growth



PASSIONATE PEOPLE

- With integrity in every step
- Genuinely focused on doing the right thing right
- Embracing change
- Future focused and positive
- Doing what we say we will
- Excited about our product and bringing customers with us as style and fashion evolve



ONE TEAM

- Communicating clearly Respectful and trustworthy
- Bringing the fun
- Infectious enthusiasm
- Reliant and dependent on each other, we do our best to support each other

SECTION 6: Skills & Qualifications, Knowledge, Behaviours

Sk	ills & Qualifications
•	Tertiary qualifications in
	Management, Marketing
	or a fashion-related
	discipline (preferred,
	however not mandatory)
•	1 year of marketing and/or
	sales related experience.
•	Proven marketing

- Proven marketing communication skills.
- Strong written and verbal communication skills, ability to communicate across all levels

- Knowledge Proficient in MS office, and design platform Canva or similar
- Creative and can think conceptually
- Personal interest in fashion
- Appreciation of global trends and current events.
- Commercial acumen
- Strong retail and product knowledge

Behaviours

- Ability to multi-task and manage deadlines in a busy environment.
- Organised with a strong attention to detail.
- Solution orientated and highly adaptive.
- Impeccable time management.
- Excellent communicator, upbeat and friendly personality.
- Acts with honesty and integrity at all times, demonstrating behaviour that is consistent with our Group direction, values and policies.







SECTION 8							
Author:	Head of Marketing	Approver:	People Services	Date:	October 2024		
Amended by:		Approved By:		Date:			