



**SECTION 1: Title and Reporting Relationships**

Position title:	<b>Retail Marketing Assistant</b>	Location	<b>The Hub, Auckland</b>
Business unit:	<b>Marketing &amp; Digital</b>	Organisation unit:	<b>Ngahuia Group</b>
Reports to:	<b>Retail Marketing Manager</b>		
Direct Reports:	<b>None</b>		

**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 relationships with.

Internal	External
<ul style="list-style-type: none"> <li>• Buying team</li> <li>• Planning team</li> <li>• Retail Operations team</li> <li>• Marketing and Digital team</li> <li>• Stores</li> <li>• Distribution Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Contracted agencies</li> <li>• Local media partners</li> <li>• Print/production agencies</li> </ul>

**SECTION 5: Our Values**



**SECTION 6: Skills & Qualifications, Knowledge, Behaviours**

Skills & Qualifications	Knowledge	Behaviours
<ul style="list-style-type: none"> <li>• Tertiary qualifications in Management, Marketing or a fashion-related discipline (preferred, however not mandatory)</li> <li>• 1 year of marketing and/or sales related experience.</li> <li>• Proven marketing communication skills.</li> <li>• Strong written and verbal communication skills, ability to communicate across all levels</li> </ul>	<ul style="list-style-type: none"> <li>• Proficient in MS office, and design platform Canva or similar</li> <li>• Creative and can think conceptually</li> <li>• Personal interest in fashion</li> <li>• Appreciation of global trends and current events.</li> <li>• Commercial acumen</li> <li>• Strong retail and product knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to multi-task and manage deadlines in a busy environment.</li> <li>• Organised with a strong attention to detail.</li> <li>• Solution orientated and highly adaptive.</li> <li>• Impeccable time management.</li> <li>• Excellent communicator, upbeat and friendly personality.</li> <li>• Acts with honesty and integrity at all times, demonstrating behaviour that is consistent with our Group direction, values and policies.</li> </ul>



**SECTION 8**

Author:	<b>Head of Marketing</b>	Approver:	<b>People Services</b>	Date:	<b>October 2024</b>
Amended by:		Approved By:		Date:	