



SECTION 1: Title and Reporting Relationships

Position title:	Digital Marketing Specialist	Location:	The Hub, Auckland
Business unit:	Marketing & Digital	Organisation unit:	Ngahuia Group Ltd
Reports to:	Retail Marketing Manager		
Direct Reports:	None		

Primary Purpose:

Ngahuia Group Ltd is made up of iconic New Zealand omnichannel retail brands. This role will support the Retail Marketing Manager by managing digital marketing initiatives including but not limited to PPC, Affiliates, Email including day to day budget management, optimisations, monitoring/evaluating bid strategies.

Section 2: Key Results Areas

Paid Media and Planning:

- Contribution to achievement of weekly, monthly, annual sales targets
- Execute paid media strategies aligned with overall marketing objectives.
- Identify target audiences, channels, and key performance indicators (KPIs) for paid campaigns.
- Set clear goals for campaigns, such as conversion targets, ROAS (Return on Ad Spend), and lead generation.

Campaign Management:

- Plan, launch, and manage paid retail advertising campaigns across various platforms (Organic social, Email, Google Ads, Meta Ads & more)
- Monitor campaign performance in real-time and optimising for key metrics.
- Ensure adherence to budget allocations and maximize ROAS

Customer Lifecycle Email Marketing:

- Develop and execute email marketing strategies tailored to different stages of the customer lifecycle, including acquisition, engagement, and retention.
- Create automated email workflows such as welcome series, abandoned cart, win-back, and post-purchase campaigns to maximise engagement and conversion.
- Manage customer segmentation and personalisation to ensure relevance and effectiveness of email content.
- Monitor and report on key email marketing metrics such as open rates, click-through rates, conversion rates, and unsubscribe rates.

Team work

- Evidence of supportive, helpful, respectful behaviour.
- Evidence of contributing to the overall marketing & digital strategy

SECTION 3: Role Accountabilities

Paid media

- Day to day management of all paid media campaigns including pay per click (PPC) and display campaigns.
- Target and segment audiences to have our marketing messages reach the right audiences based on their profile, geography, preferences, channels and behaviours.
- Conducting regular keyword research and harvesting new keywords, competitor analysis, keeping up to date with platform changes & industry trends.
- Build understanding of other digital marketing channels such as affiliates.
- Monitor budgets, pacing, and performance against goals.

Assets and Content Creation

- Creating compelling ad copy that appeals to our audiences, curating platform-specific content to drive our messaging priorities
- Co-ordinate the production of promotional assets ensuring its effective creative, that's on time by coordinating requirements with design, Retail Marketing and brand from briefing stage to final artwork sign off
- Drafting communications and coordinating with the Brand, Retail Marketing, and Digital/Ecommerce teams to ensure all communications are on-brand, accurate, relevant and timely.

Email

- Develop and execute email marketing strategies to drive engagement, conversions, and retention.
- Create and manage email campaigns, including campaign planning, content creation, and scheduling.
- Segment email lists and personalize messaging to target specific audience segments.
- Work with Design and optimise email templates for mobile responsiveness and deliverability.
- Conduct A/B testing on subject lines, content, and calls-to-action to optimize campaign performance.
- Monitor email deliverability, open rates, click-through rates, and other key metrics to track campaign effectiveness.
- Analyse campaign data and provide insights to inform future email marketing strategies and optimizations.

Customer Lifecycle Management:

- Design, implement, and optimise customer lifecycle email campaigns.
- Utilise segmentation, personalisation, and dynamic content to deliver relevant messaging at each stage of the customer journey.

Customers & Reporting

- Reporting on ad performance including analysis to optimise bid strategies improving ROAS.
- Leverage insights to enhance activation results through measuring and optimizing KPIs
- Build understanding of retail environment and customer to ensure all is focused on the customer and drives sales through store visits, customer research, blogs, vlogs, podcasts and reports.
- Understand the customer through regular store visits, and provide reports post visit to ensure actionable insights are being made
- Identify future trends, research competitors and explore the global footwear industry for insights and ideas that could be adapted for our own brand initiatives

Compliance and Best Practices:

- Stay informed about industry best practices and platform updates.
- Ensure compliance with advertising regulations and guidelines.
- Implement ad tracking and tagging for accurate measurement.

Team

- Assist the Retail Marketing Manager with any overflow of tasks
- Participate as a collaborative and supportive member of the Marketing and Digital Team.

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"> • Buying team • Planning team • Retail Operations team • Marketing and Digital team • Customer Service team 	<ul style="list-style-type: none"> • Development Agencies • Media partners

SECTION 5: Our Values



SECTION 6: Skills & Qualifications, Knowledge, Behaviours

Skills & Qualifications	Knowledge	Behaviours
<ul style="list-style-type: none"> • Bachelor's degree in Marketing, Communications, or a related field. • 3+ years of experience in digital marketing, with a focus on 	<ul style="list-style-type: none"> • High level working knowledge of Google Ads, Social platforms, and Analytics, GA4 • Sound experience using Excel, Power BI • Sound understanding of retail industry, preferably Fashion/Apparel/Footwear 	<ul style="list-style-type: none"> • Strong communication skills • Flexible to change • Customer & Sales focused • Ability to work autonomously.



<p>paid media and email marketing.</p> <ul style="list-style-type: none"> • Proven experience in managing customer lifecycle email campaigns, segmentation, and automation. • Strong analytical skills with experience in Google Analytics and CRM platforms. • Proficient with email marketing tools (e.g., DotDigital) and CRM systems. • Hands-on experience with social media management and digital advertising platforms. • Ability to create and optimise digital content for various channels. • Relevant Google Adwords & Meta Certificates 	<ul style="list-style-type: none"> • Ecommerce & Commercial Acumen • Good understanding of customer lifecycle marketing and engagement strategies. • Knowledge of digital advertising best practices, SEM, and email marketing automation. • Familiarity with website analytics and data interpretation. 	<ul style="list-style-type: none"> • High attention to detail & numerical detail • Desire and passion to learn and grow as industry changes • Self starter with a can-do attitude • Think commercially • Ability to build strong working relationships both internally and with third party partners • Ability to work well under pressure and multi-task • 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:	April 2024
Amended by:		Approved By:		Date:	