

JOB DESCRIPTION

SECTION 1: Title and Reporting Relationships

Position title:	Digital Development Manager	Location	Hub, Auckland
Business unit:	Marketing	Organisation unit:	Ngahuia Group Ltd
Reports to:	Head of Marketing		
Direct Reports:			

Primary Purpose:

The Digital Development Manager will be responsible for leading and executing digital development projects across the business. A strategic thinker with a strong understanding of digital technologies, business processes and change management, they will work closely with senior leadership and various departments to ensure the successful implementation of digital solutions that improve customer experience, drive sales and optimise operational efficiency.

Section 2: Key Results Areas

- Develop and implement digital transformation strategies aligned with company goals.
- Manage and execute digital projects across our systems including website optimisation, omnichannel improvements, new integrations and general process improvement
- Collaborate with stakeholders to identify business needs and translate them into digital solutions.
- Stay updated on industry trends and emerging technologies to ensure competitiveness.
- Foster a culture of innovation and continuous improvement.

SECTION 3: Role Accountabilities

Digital Transformation Strategy:

- Develop and implement digital strategies aligned with company goals and objectives.
- Identify business needs and translate them into effective digital solutions.
- Work with Ecommerce Manager, and Ecommerce Operations Coordinator to brief, test, and deliver
- Work with Insights Manager to analyse customer data to identify opportunities for growth and improvement.

Project & Development Management:

- Execute digital projects, including process automation and technology integration.
- Maintain the e-commerce platform, and other partner platforms ensuring it meets customer and business needs.
- Lead cross-functional teams for successful project delivery.
- Monitor project performance and provide regular updates and recommendations.
- Ensure the efficient use of allocated budgets and resources.

Training and BAU support

- Support the team with any training of new processes or modules to ensure effective rollout of any new technology, features or platforms
- Troubleshoot bugs and issues, liaising internally and externally to manage timely solutions

- Regular check ins with team for platform feedback
- Regular check ins with digital agencies for BAU improvement

Innovation and Continuous Improvement:

- Stay updated on industry trends and emerging technologies.
- Drive the adoption of digital tools and technologies within teams.
- Foster a culture of innovation and continuous improvement.

Performance Monitoring:

- Monitor KPIs to track the success of digital initiatives.
- Post go-live ensure any improvements, technology or platforms deliver the strategy 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"> • Senior Leadership Team • Ecommerce team • IT Team • Marketing & Digital Teams • Operations Team 	<ul style="list-style-type: none"> • Digital Agencies • Technology Partners

SECTION 5: Our Values



SECTION 6: Skills & Qualifications, Knowledge, Behaviours

Skills & Qualifications	Knowledge	Behaviours
<ul style="list-style-type: none"> • 5 years ecommerce experience with a strong retail background • Proven experience in leading digital projects. • Strong understanding of digital technologies and business processes. • Experience in change management and working with senior leadership. • Proficient with project management tools and techniques. • Strong analytical skills and ability to interpret customer data. • Intensive knowledge of e-commerce platforms, ERP systems, CRM providers and digital tools. • Excellent communication, presentation and leadership skills. • Proven budget management experience 	<ul style="list-style-type: none"> • Strong analytical and strategic thinking abilities. • Digital and commercial acumen. 	<ul style="list-style-type: none"> • Strong communication skills. • Passion for digital innovation and improvement. • Flexibility and adaptability to change. • Customer and sales focus. • Ability to work autonomously. • Attention to detail, efficiency, and organisation. • Desire for continuous learning and growth. • Self-starter attitude. • Commercial thinking. • Ability to build strong relationships. • Ability to handle pressure and multitask. • Integrity and alignment with Group values and policies.

SECTION 8

Author:	Head of Marketing	Approver:		Date:	
Amended by:		Approved By:		Date:	