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| SECTION 1: Title and Reporting Relationships |
| Position title: | **Brand Specialist** | Location | **Support Hub, Auckland** |
| Business unit: | **Marketing** | Organisation unit: | **Ngahuia Group Ltd** |
| Reports to: | **Brand Manager** |
| Direct Reports: | **Brand Assistant** |
| Primary Purpose: |
| The **Brand Specialist** is responsible for executing brand strategy, managing PR, leading campaign execution, overseeing photoshoots, and coordinating brand assets across multiple well-known Kiwi retail brands. This role plays a pivotal part in **shaping brand identity, driving customer engagement, and increasing brand recognition**. |
| **Section 2: Key Results Areas** |
| * Manage the content calendar, ensuring all marketing activities are planned, executed, and delivered on time.
* Coordinate brand assets across digital, social, retail, and advertising platforms to ensure consistency.
* Oversee PR and influencer engagement, managing media outreach and brand partnerships.
* Manage photoshoot production, working closely with the Studio Coordinator to ensure smooth execution.
* Liaise with buyers and internal teams to ensure campaigns and product launches align.
* Stay up-to-date with trends to inform campaign strategies and creative direction.
* Work on initiatives to drive customer engagement, loyalty, and brand recognition.
* Track campaign and brand performance, making data-driven decisions to optimise strategies.
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| SECTION 3: Role Accountabilities |
| **Brand Strategy & Content Calendar Management*** Develop and manage a comprehensive content calendar, ensuring marketing campaigns and activations are strategically aligned.
* Oversee brand storytelling and messaging across digital, social, and in-store channels.
* Collaborate with internal teams and external partners to bring campaigns to life.
* Ensure all content aligns with brand values and marketing objectives.

**PR, Influencer & Brand Engagement*** Develop and manage PR and influencer outreach, building strong media and brand partnerships.
* Identify and nurture relationships with influencers, brand ambassadors, and key industry figures.
* Craft and distribute press releases, media kits, and PR materials.
* Monitor brand mentions, media coverage, and social buzz, leveraging insights to improve engagement.

**Photoshoot & Content Production Oversight*** Plan and execute brand and e-commerce photoshoots, ensuring high-quality visual content.
* Work closely with the Studio Coordinator to manage sample coordination, talent booking, and production timelines.
* Ensure brand campaigns are visually compelling and reflect current trends and customer expectations.

**Brand Asset Management & Channel Coordination*** Ensure all brand assets are aligned and consistent across website, social media, digital ads, retail stores, and print marketing.
* Work with graphic designers, copywriters, and external agencies to create and distribute on-brand content.
* Maintain a library of brand assets, guidelines, and key campaign materials for cross-functional use.

**Trend Monitoring & Customer Engagement*** Stay ahead of **market trends, competitor activity, and industry insights** to inform creative direction.
* Identify opportunities to evolve **brand storytelling and campaign messaging** based on customer behaviour.
* Work closely with digital teams to develop **engaging social media and content strategies**.
* Assist in building **brand recognition, customer loyalty, and engagement initiatives**.

**Cross-Functional Collaboration & Stakeholder Management*** Work with the **Buying team** to align content with product launches and seasonal campaigns.
* Partner with the **Ecommerce team** to ensure brand consistency in digital experiences.
* Collaborate with **Retail Operations teams** to align in-store activations with brand marketing.
* Ensure smooth execution of marketing initiatives across all business units.

**Performance Tracking & Reporting*** Track **campaign effectiveness, PR coverage, and brand recognition metrics**.
* Analyse customer engagement and brand sentiment to **refine marketing strategies**.
* Provide **regular reports and insights** to senior leadership.

**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.
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| **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 |
| * Ecommerce Team
* Marketing & Digital Teams
* Retail Brand Teams
* Operations Team
 | * Media & PR Agencies
* Photographers, Stylists & Creative Teams
* Influencers & Brand Ambassadors
* Talent & Production Agencies
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| SECTION 5: Our Values |
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| SECTION 6: Skills & Qualifications, Knowledge, Behaviours |
| **Skills & Qualifications** | **Knowledge** | **Behaviours** |
| * **3+ years experience** in **brand marketing, PR, or campaign management**.
* Strong experience in **content strategy, campaign execution, and PR outreach**.
* Experience in **managing content calendars and brand asset coordination**.
* Strong **project management skills**, with the ability to oversee multiple campaigns.
* Experience with **photoshoot planning, production, and talent management**.
* Strong **copywriting and communication skills**, with a creative mindset.
* Ability to **build and maintain strong media, influencer, and brand relationships**.
 | * Deep understanding of **brand storytelling, campaign execution, and PR strategy**.
* Experience in **ecommerce and multi-brand retail marketing**.
* Familiarity with **digital content production and social media best practices**.
* Awareness of **market trends, consumer behaviour, and industry developments**.
 | * **Highly creative and strategic**, with a passion for storytelling.
* **Organised and detail-oriented**, ensuring smooth execution of campaigns and content.
* **Proactive and hands-on**, willing to step in and support wherever needed.
* **Confident and articulate**, able to engage media, influencers, and partners.
* **Data-driven thinker**, using insights to optimise branding efforts.
* **Resilient and adaptable**, thriving in a fast-paced retail environment.
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| SECTION 8 |
| Author: | **Head of Marketing** | Approver: |  | Date: |  |
| Amended by: |  | Approved By: |  | Date: |  |