



## JOB DESCRIPTION

SECTION 1: Title and Reporting Relationships							
Position title:	Digital Content Coordinator	Location	Hub, Auckland				
Business unit:	Marketing	Organisation unit:	Ngahuia Group Ltd				
Reports to:	Ecommerce Manager						
Direct Reports:							

## **Primary Purpose:**

The **Digital Content Coordinator** will support the **Ecommerce and Digital Marketing teams** in planning, creating, and executing engaging content across multiple well-known Kiwi retail brands. This is a hands-on role requiring someone who can get stuck into everything, from managing homepage updates and blog content to email marketing and digital advertisements. The ideal candidate is a creative thinker with strong attention to detail, capable of juggling multiple tasks in a fast-paced retail environment.

#### **Section 2: Key Results Areas**

- Assist in planning and executing homepage, blog, and web content updates.
- Support email marketing campaigns, including content coordination, scheduling, and performance tracking.
- Assist in managing and optimizing digital advertisements across platforms, including Meta, Google Ads, and TikTok.
- Collaborate with internal teams to ensure content aligns with brand messaging and business goals.
- Work closely with designers, copywriters, and external agencies to produce high-quality digital assets.
- Assist with loading, optimising and improving product data to the website including copy, attributes and imagery
- Perform administrative tasks to optimise the website and email marketing platforms including but not limiting to merchandising, search optimisation and general page improvements

#### **SECTION 3: Role Accountabilities**

## **Website Maintainance**

- Plan, brief and load website banners and pages
- Proof website pages daily, identifying areas for improvement
- Optimise search and browsing results by merchandising and tuning product display
- Load product images, copy, information and data to populate online product listing pages

## **EDM and Digital Advertising**

- Plan, brief and load EDM banner content
- Coordinate assets for digital marketing across Meta, Google and other ad channels
- Liaise with designers and internal team to align content across channels

#### **BAU** support

Support the team with any administrative tasks across the marketing and ecommerce space

#### **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		
Ecommerce Team	Digital Agencies		
Marketing & Digital Teams	Technology Partners		
Retail Brand Teams			
Operations Team			

#### **SECTION 5: Our Values**

# New Zealand's Leading Footwear Retailer

#### CREATING EXPERIENCES AND STYLE THAT MAKES US ALL SMILE



#### **CUSTOMER CENTRIC**

- 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

- Together everyone achieves more
- 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

#### **Skills & Qualifications** Knowledge **Behaviours** 1-2 years of experience in Understanding of SEO principles and Hands-on, can-do digital content strategy advantageous attitude – Willing to digital content, marketing, or e-Experience in e-commerce or retail jump in and tackle commerce. environments preferred. any task. Creative and detail-Strong copywriting and Awareness of social media trends and proofreading skills. oriented – Able to audience engagement strategies easily identify what Experience with CMS looks good and what platforms (e.g., Shopify, WordPress, Blackpepper ). resonates with customers Familiarity with email Organised and marketing platforms (e.g., Klaviyo, Mailchimp, proactive - Able to manage multiple Dot Digital, Emarsys). tasks and meet Basic knowledge of deadlines. Google Ads, Meta Ads,

and digital marketing best practices	•	<b>Team player</b> – Works well with internal
<ul> <li>Experience with design tools like Canva,</li> <li>Photoshop, or video editing software is a plus</li> </ul>		teams and external partners.

SECTION 8							
Author:	Head of Marketing	Approver:		Date:			
Amended by:		Approved By:		Date:			