

## JOB DESCRIPTION

### SECTION 1: Title and Reporting Relationships

Position title:	<b>Digital Content Coordinator</b>	Location	<b>Hub, Auckland</b>
Business unit:	<b>Marketing</b>	Organisation unit:	<b>Ngahuia Group Ltd</b>
Reports to:	<b>Ecommerce Manager</b>		
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
<ul style="list-style-type: none"> <li>• Ecommerce Team</li> <li>• Marketing &amp; Digital Teams</li> <li>• Retail Brand Teams</li> <li>• Operations Team</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Agencies</li> <li>• Technology Partners</li> </ul>

#### SECTION 5: Our Values



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

Skills & Qualifications	Knowledge	Behaviours
<ul style="list-style-type: none"> <li>• 1-2 years of experience in <b>digital content, marketing, or e-commerce.</b></li> <li>• Strong <b>copywriting and proofreading skills.</b></li> <li>• Experience with <b>CMS platforms</b> (e.g., Shopify, WordPress, Blackpepper ).</li> <li>• Familiarity with <b>email marketing platforms</b> (e.g., Klaviyo, Mailchimp, Dot Digital, Emarsys).</li> <li>• Basic knowledge of <b>Google Ads, Meta Ads,</b></li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of <b>SEO principles and digital content strategy advantageous</b></li> <li>• Experience in <b>e-commerce or retail environments preferred.</b></li> <li>• Awareness of <b>social media trends and audience engagement strategies</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hands-on, can-do attitude</b> – Willing to jump in and tackle any task.</li> <li>• <b>Creative and detail-oriented</b> – Able to easily identify what looks good and what resonates with customers</li> <li>• <b>Organised and proactive</b> – Able to manage multiple tasks and meet deadlines.</li> </ul>

<p><b>and digital marketing best practices</b></p> <ul style="list-style-type: none"> <li>• Experience with <b>design tools like Canva, Photoshop, or video editing software</b> is a plus</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Team player</b> – Works well with internal teams and external partners.</li> </ul>
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**SECTION 8**

Author:	<b>Head of Marketing</b>	Approver:		Date:	
Amended by:		Approved By:		Date:	