

Position Description

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| Position Title: | Brand and Social Coordinator | Date: | April 2025 |
| Location: | Support Hub, Auckland | Reports to: | Brand Manager |
| Department: | Marketing | | |

Who we are:

Welcome to Ngahuia Retail, the retail arm of Tahua Group Ltd! We are the exciting home of three beloved New Zealand brands: Number One Shoes + Hannahs, Torpedo7 and The Outlet. In 2021, our vision to become the ultimate footwear destination was brought to life when we united Number One Shoes and Hannahs as 'One Team.' Through hard work and passion, we achieved remarkable success!

In 2024, our family grew as Torpedo7 joined the fold, further expanding our retail presence and challenging us to new heights. Embracing change and opportunity, we launched 'The Outlet' in 2025 – a value-focused brand that exemplifies our commitment to innovation and growth.

Together, these unique brands form Ngahuia Retail – a powerhouse of distinct identities, audiences, and propositions. United as One Retail Team, we strive for excellence while celebrating the individuality of each brand. Join us on this exhilarating journey, where collaboration and creativity drive our continued success!

Why you'll love this role:

As a Brand and Social Coordinator, you will be instrumental in bringing Ngahuia Group's three retail brands to life through engaging and impactful social media content. This role offers the exciting opportunity to showcase your creative prowess while ensuring each brand's unique identity shines across various social platforms. You will work closely with cross-functional teams and external partners, contributing to campaigns, content creation, events, and activations. This hands-on role requires a blend of creative thinking, meticulous execution, and a strong understanding of the social media landscape.

What you'll deliver in this role:

- **Social Media Execution:** Develop and execute engaging social media content tailored to each brand's identity, increasing engagement, follower growth, and overall brand awareness. Stay current on social media trends, platform features, and best practices to create innovative content that fosters strong audience connections.
- **Influencer and Brand Ambassador Engagement:** Establish and maintain strong relationships with influencers and brand ambassadors, ensuring partnerships deliver measurable value and contribute to brand objectives.
- **Content Creation and Ideation:** Consistently create fresh and innovative content by staying up-to-date with platform trends, fostering strong audience connections. Actively participate in campaign planning, activations, events, and partnerships, contributing creative ideas, and collaborating with internal teams and external stakeholders. Assist in coordinating photoshoots to ensure seamless execution and high-quality output.

- **Brand Campaign Support:** Support brand campaigns across various channels, maintaining brand alignment and maximizing campaign impact through collaboration with cross-functional teams. Help facilitate various aspects of brand campaigns, promoting cohesive messaging and optimizing campaign performance.
- **Team Collaboration:** Foster strong collaboration with Marketing, eCommerce, Design, Buying, and Retail teams, aligning efforts on brand direction, promotional plans, and strategic goals.

What you'll bring to the role:

- 2+ years of experience in social media, content, or brand marketing, preferably in retail.
- Proven success in managing and growing social media accounts across platforms.
- Experience working with influencers and content creators, fostering valuable partnerships.
- Proficient in social media scheduling tools (e.g., Meta Business Suite, Later).
- Understanding of social media trends, formats, and best practices.
- Creative eye for visual design, photography, and short-form video.
- Familiarity with content creation tools like Canva, Adobe Suite, or CapCut.
- Knowledge of paid social media and boosting principles.
- Experience with content metrics and reporting tools to inform strategy.
- Strong communication and stakeholder management skills.
- Ability to manage multiple deadlines and fast-paced work.
- Creative thinker balancing artistic vision and business objectives.
- Detail-oriented with a commitment to quality and consistency.