

# Whakaaturanga Mahi – Job description

## Job details

<b>Job title:</b>	Brand and Digital Marketing Advisor
<b>Reports to:</b>	Communications and Engagement Manager
<b>Direct reports:</b>	Nil
<b>Role:</b>	1.0 FTE
<b>Key relationships:</b>	
<i>Internal:</i>	Communications and Engagement team Innovation and Technology team Experience and Engagement team All Enable New Zealand staff
<i>External:</i>	All Enable New Zealand customers and stakeholders
<b>Location:</b>	Palmerston North head office, with flexible working options

## Ko wai mātou – Who we are

Enable New Zealand is the leading supplier of disability equipment, information, advice and modification services in Aotearoa.

Our mission is to support disabled people and their whānau to live everyday lives in their communities. We do this by effectively managing access to equipment and modifications for those living with disability, and their whānau on behalf of Disability Support Services (DSS) | Ministry of Social Development (**MSD**) and the Accident Compensation Corporation (**ACC**).

## He aha ngā painga ki a mātou – What matters to us most

At Enable New Zealand, we care about making a difference to disabled people and working together as a team.

## He aha te mahi – Role purpose

The Brand and Digital Marketing Advisor (**BDM Advisor**) is responsible for supporting our Enable New Zealand brand family and Enable New Zealand customer experience. In this role, they support customer engagement and develop our brands through effective facilitation of marketing, advertising, events and other promotional activities. They bring their excellent organisational skills to drive positive and meaningful interactions with our customers and community.

The BDM Advisor facilitates the growth and activation of our brands and products. They use their passion and knowledge to support positive outcomes for our organisation and our disability community.



Through strong communication, engagement and stakeholder management skills, the BDM Advisor works with key external and internal stakeholders to support the reputation of our brands.

## Ngā mahi haepapa – Role responsibilities

Key objectives	Responsibilities
<b>Brand support</b>	<ul style="list-style-type: none"> <li>• Development, ordering and organisation of branded materials for Enable New Zealand and associated brands.</li> <li>• Ensuring branded materials comply with brand guidelines.</li> <li>• Updating brand guidelines where necessary and communicating these to the wider organisation.</li> <li>• Liaising with internal and external graphics parties to support brand development and growth.</li> <li>• Ensuring effective instore and online branded materials for retail and products.</li> <li>• Supporting brand language.</li> </ul>
<b>Customer engagement support</b>	<ul style="list-style-type: none"> <li>• Support proactive customer engagement and feedback funnels.</li> <li>• Deliver customer insights and communicating pain points.</li> <li>• Participation in the development of effective solutions and customer relationship development.</li> </ul>
<b>Planning, supporting and executing events</b>	<ul style="list-style-type: none"> <li>• Liaise with all key stakeholders to support timely delivery of events.</li> <li>• Coordinating successful event delivery.</li> <li>• Working with internal stakeholders to ensure events, workshops, webinars etc. to deliver clear outcomes for the business.</li> <li>• Share and promote events through appropriate media channels.</li> </ul>
<b>Communications content</b>	<ul style="list-style-type: none"> <li>• Support the editing and development of branded communications.</li> <li>• Creating content to support business goals.</li> <li>• Facilitate an effective and timely planning workflow by managing integrated content calendars and championing processes.</li> <li>• Ensure content aligns with brand guidelines and relevant Enable New Zealand objectives.</li> </ul>
<b>Website support</b>	<ul style="list-style-type: none"> <li>• Support the development of Enable New Zealand's online retail offering.</li> <li>• Support Enable New Zealand's website experience to ensure continuous improvement.</li> </ul>
<b>Deliver actionable insights</b>	<ul style="list-style-type: none"> <li>• Actively record event, marketing and retail data.</li> <li>• Prepare regular reports to provide insights into retail performance.</li> <li>• Support external surveys to deliver insights on customers and stakeholders.</li> </ul>

Key objectives	Responsibilities
	<ul style="list-style-type: none"> <li>Use qualitative and quantitative data to make recommendations to continuously improve the Enable New Zealand (and associated) brand and service.</li> </ul>
<b>Stakeholder Management</b>	<ul style="list-style-type: none"> <li>Maintain productive relationships with internal stakeholders.</li> <li>External stakeholders are understood and connected with, where relevant.</li> <li>Prepare reports, liaise with, and provide advice to relevant stakeholders.</li> <li>Work across the organisation and externally to maintain collaborative and constructive working relationships with all key stakeholders.</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>Appropriate training and professional development is identified and undertaken, as agreed with people leader.</li> </ul>
<b>Health and Safety</b> Apply Health and Safety knowledge and skills to all work practices to ensure compliance with the Health and Safety at Work Act 2015 and any subsequent amendments or replacement legislation	<ul style="list-style-type: none"> <li>Is familiar with all policies and procedures as they affect the work environment.</li> <li>Ensure that safe working procedures are practised, and no person is endangered through action or inaction.</li> <li>Is aware of and can identify hazards and take action, accordingly, including preventing or minimising the adverse effects of hazards.</li> <li>Ensure that all incidents, including near misses, are reported within the required timeframe using Enable New Zealand's incident reporting system. Actively participate in Enable New Zealand's health and safety programmes, through input into meetings and feedback through committee structures.</li> </ul>
<b>Te Tiriti o Waitangi - Treaty of Waitangi and Equity</b>	<ul style="list-style-type: none"> <li>Apply knowledge of Te Tiriti o Waitangi and its application in Health to all work practices.</li> <li>Attend appropriate Te Tiriti o Waitangi education sessions.</li> <li>Apply diversity and equity lens across outputs</li> <li>Apply Enabling Good Lives principles to work.</li> </ul>

## Ngā āheitanga matua – Key Competencies

Competencies are the skills, knowledge, and attributes required to be fully competent in this position. There will be a programme available for appointees to meet competencies where a need for continued development is identified. For the purposes of selection, essential competencies have been identified, and decisions will be made based on the ability of applicants to meet these:

## Qualifications and Experience

### Essential

- At least three years' experience in brand and customer engagement.
- Experience in running events and engaging with stakeholders.
- Experience in supporting brand assets and guidelines.
- Experience in developing retail/product campaigns.
- Track record of creating engaging content for digital media channels.

### Desirable

- Bachelor's degree or similar in Communications, marketing, public relations, or a related field.
- Knowledge of current marketing trends, best practices, and emerging technologies.

## Skills and Attributes

Your skills will include the following:

- Ability to deliver to set timelines and budgets, juggling multiple priorities
- An effective organiser
- Skilled in technology use including software and hardware.
- A motivated learner
- Some understanding of Te Reo Māori and tikanga would be an advantage
- Strong written and verbal communication skills
- Strong work ethic with drive to achieve successful outcomes.
- Good teamwork and relationship skills
- Effectively works collaboratively and independently
- Experienced in building and maintaining relationships across a range of diverse people.

You will possess the following attributes:

- Be passionate about people and communication.
- Driven to support our disabled community.
- Exemplify personal integrity and self-awareness
- Effectively work collaboratively and independently
- Support shared purpose and direction and contributes to an uplifting work environment.

## Physical Attributes

Under the Human Rights Act 1993 discrimination based on disability is unlawful. Enable New Zealand Limited will make all reasonable efforts to provide a safe and healthy workplace for all, including persons with disability.

Every effort has been made to outline requirements clearly. If a potential applicant has uncertainties about their ability to fulfil these physical requirements, enquiry should be made whether it would be possible to accommodate a particular issue by obtaining advice from the appropriate people leader.