

Whakaaturanga Mahi – Job description

Job title:	Brand and Digital Marketing Advisor
Reports to:	Communications and Engagement Manager
Direct reports:	N/A
Directorate:	Customer Experience
Key relationships: Internal:	Communications and Engagement Team IT Team Easie Living team Experience and Engagement Team All Enable New Zealand staff Easie Living team
External:	Enable New Zealand and Easie Living customers and stakeholders
Location:	Palmerston North Head Office with flexible working options

Ko wai mātou – Who we are

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 disabled people 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 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 and design of marketing, advertising, events and other promotional activities. They bring their creativity and understanding of customer to drive positive and meaningful interactions.

The Brand and Digital Marketing 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 engagement and design skills, this Advisor works with key external and internal stakeholders to support the reputation of our brands.

Ngā mahi haepapa – Role responsibilities

Key objectives	Responsibilities
Brand design and support	<ul style="list-style-type: none"> Developing, ordering and organising branded materials for Enable New Zealand and associated brands Ensuring branded materials comply with brand guidelines and design. Updating brand guidelines and design templates where necessary Stakeholder engagement to support brand development and growth Ensuring effective instore and online branded materials for retail and products Supporting brand language
Customer engagement support	<ul style="list-style-type: none"> Supporting proactive customer engagement and feedback funnels Delivering customer insights and communicating pain points through Voice of the Customer Participating in the development of effective solutions and customer relationship development
Supporting g events	<ul style="list-style-type: none"> Liaising with key stakeholders to support timely delivery of events Working with internal stakeholders to ensure event materials, workshops, webinars etc. deliver clear outcomes for the business Working with Communications and Engagement team to share and promote events through appropriate media channels
Communications content	<ul style="list-style-type: none"> Support the editing and development of branded communications Creating content to support business goals Facilitate an effective and timely planning workflow by managing integrated content calendars and championing processes Ensure content aligns with brand guidelines and relevant Enable objectives
Website support	<ul style="list-style-type: none"> Supporting the development of the Enable's online retail offering (easyliving.co.nz) Supporting our brand's website experience to ensure continuous improvement in design and user experience.

Key objectives	Responsibilities
Deliver actionable insights	<ul style="list-style-type: none"> Actively record event, marketing and retail data Prepare regular reports to provide insights into this performance Supporting external surveys to deliver insights on customers and stakeholders Use qualitative and quantitative data to make recommendations to continuously improve our brand and service
Stakeholder Management	<ul style="list-style-type: none"> Productive relationships are maintained with internal stakeholders External stakeholders are understood and connected with where relevant Prepares reports, liaises with, and provides advice to relevant stakeholders Work across the organisation and externally to maintain collaborative and constructive working relationships with all key stakeholders
Professional Development	<ul style="list-style-type: none"> Appropriate training and professional development is identified and undertaken as agreed with manager
Health and Safety	<ul style="list-style-type: none"> Is familiar with all policies and procedures as they affect the work environment Is aware of and can identify hazards and take action, accordingly, including reporting, preventing or minimising the adverse effects of hazards
Te Tiriti o Waitangi and Equity	<ul style="list-style-type: none"> Apply knowledge of Te Tiriti o Waitangi and its application in Health to all work practices Apply diversity and equity lens across outputs Apply Enabling Good Lives principles to work

Ngā āheitanga matua – Key Competencies

Qualifications and Experience

Required

- At least three years experience in brand, marketing, advertising or customer engagement.
- Experience in design and understanding of design principles.
- Experience in supporting brand assets and guidelines.
- Experience in developing retail/product/information campaigns.
- Track record of creating engaging content for digital media channels.

- Certification and formal training in graphic design, marketing, public relations, communications or a related field.

Desired

- Knowledge of current marketing trends, best practices, and emerging technologies.

About you and your skills:

- Ability to delivered to set timelines and budgets, juggling multiple priorities
- Graphic design and digital design skills
- 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

- 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.