

Marketing Specialist

(12 month fixed-term parental leave cover)

Start Date: TBC
End Date: N/A

Contract Type: Fixed-term
Location: Auckland

About Te Ara Ahunga Ora Retirement Commission

Te Ara Ahunga Ora Retirement Commission is the office of the Retirement Commissioner. We work with New Zealanders of all ages to help them become financially capable so they feel confident to make good decisions around money at each life stage, and arrive at retirement in good financial shape.

TĀ MĀTOU PŪTAKE **OUR PURPOSE**

To empower the people of Aotearoa on their journeys to a better retirement.

TĀ MĀTOU WHAKAKITENGA **OUR VISION**

New Zealanders retire with confidence.

TĀ MĀTOU KAUPAPA MĀTĀMUA **OUR MISSION**

Provide *trusted information*, *informed advocacy* and *effective collaboration* to improve retirement outcomes for all.

OUR VALUES

Kia manawanui Let us be big hearted

E tipu, e rea We grab the best of both worlds to flourish

Me hoe tahi We paddle as one

He taonga te pono We treasure truth

Position purpose

The role of the Marketing Specialist is to develop and implement digital engagement initiatives for the Sorted in Schools and Sorted at Work suite of products, as well as supporting key initiatives for sorted.org.nz, such as campaign development and implementation of agency wide initiatives e.g. Money Week.

The role focuses on understanding New Zealanders motivations and behaviours towards money on their journey to a better retirement and how to attract and retain audiences across digital marketing channels.



The Marketing Specialist needs to be in tune with brand, content and digital marketing trends in relation to their influence and impact on our target audiences. Working collaboratively with the Financial Capability (product) and Communications teams, this role requires strong cross functional marketing experience to plan and bring to life the value proposition of our offering for consumers.

Our Values in Action

Value Statement	Examples of the value in action
<p><i>Kia manawanui</i> <i>Let us be big hearted</i></p>	<ul style="list-style-type: none"> • Advocates for those in need • Champions change to drive equitable outcomes • Acts with aroha and puts others before themselves • Treats people as they would like to be treated – with respect and empathy • Acknowledges and celebrates the achievements of others • Creates a safe and welcoming space where everyone feels comfortable to contribute
<p><i>Me hoe tahi</i> <i>We paddle as one</i></p>	<ul style="list-style-type: none"> • Is inclusive and actively seeks input and feedback from their colleagues and other teams. • Connects with and inspires people to build great relationships internally and externally • Considers perspectives other than their own • Respects the opinions of others even when they don't agree • Helps glue the CFFC into one team
<p><i>E tipu, e rea</i> <i>We grab the best of both worlds to flourish</i></p>	<ul style="list-style-type: none"> • Focuses on the opportunities a dual worldview presents, not the obstacles • Introduces new ways of doing and thinking that include viable mātauranga Māori based alternatives • Considers diverse cultural viewpoints in their work and workplace • Consistently looks outward, not just in • Actively increases their own knowledge and cultural capability • Prizes the innovation that emerges from respect for difference
<p><i>He taonga te pono</i> <i>We treasure truth</i></p>	<ul style="list-style-type: none"> • Prioritises the kaupapa, the higher purpose • Is transparent, truthful and honest • Takes ownership and responsibility • Does what's right, even when no one's watching • Follows through on commitments • Acts without ego • Takes a balanced, impartial approach

Working relationships

Reports to:	Marketing and Content Lead
Member of:	Marketing Team
Direct reports:	N/A
External relationships:	Creative, media and insights agencies
Internal relationships:	Works closely with Financial Capability (Product) team, Communications and Research



Responsibilities and accountabilities

Pillar	Responsibilities
Trusted Information	<ul style="list-style-type: none"> • Develop and implement the Sorted product marketing plans (currently Te whai hua -kia ora, Sorted in Schools, Sorted at Work and wider initiatives for Sorted) to deliver identified usage and engagement goals and broader Sorted brand perception goals • Ensure all marketing communication and content is of high quality, aligned to our mission, and consistent with the marketing and branding strategy including brand guidelines • Utilises data, insights and channel best practice techniques to brief in effective branded content and advertising to market to ensure activity is innovative, relevant, engaging for its target audience • Utilise qualitative and quantitative insights garnered from marketing research and consumer insights to make recommendations for innovation and product development • Work with Digital Marketing Specialist to input into and support delivery of the content marketing plan across paid, owned and earned channels (eg: social media, SEM/SEO, native advertising, programmatic, email marketing, and website) • Assist in campaign development and implementation of Money Week, Sorted initiatives and other relevant events • Implement clear campaign measurement goals and reporting • Partner with product team to input into product roadmap and go to market plan for programmes and products in the Sorted suite • Work collaboratively with the Kaihautū to ensure marketing and communications is culturally appropriate, respects Te Ao Māori and integrates Te Reo • Brief communications team on editorial and product content needs e,g, EDM, collateral and website • Work closely with the Financial Capability team and the Communications teams to align key messaging and earned media plan.
Effective Collaboration (external)	<ul style="list-style-type: none"> • Day to day agency partner relationships across media and creative. • Works with media agency to monitor performance and optimise activity
Effective Collaboration (internal)	<ul style="list-style-type: none"> • Work with Digital Marketing Specialist to implement and optimise search activities for Sorted product suite • Work with Data & Analytics Specialist to plan, implement and monitor performance of marketing automation programmes for Sorted sub-brands (schools and work) • Work closely with comms team to develop specialist content for Sorted digital channels to support new product and resource development



	<ul style="list-style-type: none"> • Acknowledges other team members' skills, experience, knowledge, creativity, and contributions • Facilitates open communication and listens to feedback and input from other team members • Works cooperatively within team and across functions to deliver organisational outcomes and joint projects • Communicates respectfully and constructively to all team members • Actively participates in team and organisation wide meetings and events • Identifies improvement opportunities and collaboratively develops and implements solutions, seeking others' ideas and suggestions • Willing to openly share information and help team members in need • Understands diversity - cultural differences, gender, multiple viewpoints, special interest groups and age differences.
<p>Safety, Health and Wellbeing</p>	<ul style="list-style-type: none"> • Te Ara Ahunga Ora is 100% COVID-19 vaccinated workplace – when joining our organisation, there is an expectation that employees will be vaccinated. • Take reasonable care of own health and safety and ensure that actions don't cause harm to yourself or others • Comply with any reasonable instructions, policies or procedures on how to work in a safe and healthy way • Rectifying minor health and safety issues where authorised and safe to do so • Reporting any hazards including unsafe conditions, equipment or practices, as soon as practicable • Ensure not under the influence of alcohol, drugs or medication which affects your ability to perform duties safely or efficiently • Report any incidents or injuries sustained while working and seeking appropriate first aid • Ensuring all health and safety equipment is used correctly

Essential skills and experience

- Team player – General attitude and conduct reflects a supportive, collaborative and constructive approach
- Resilient - Show composure and a sense of perspective during change and can help others maintain optimism and focus
- Curious - Show curiosity, flexibility, and openness
- Communication – communicates clearly, professionally and constructively both verbally and in writing; letters and reports and submissions are accurate and well structured
- Ability to Deliver - Works well under pressure, can prioritise and manage workload, meets expected deadlines, carries out instructions completely and accurately, uses knowledge and experience to inform decisions, demonstrates technical skills to deliver role expectations and takes appropriate action without being prompted
- Flexibility - Take a creative approach; work cheerfully within and across teams to tackle different activities to improve outputs and help other team members



Position specific:

- 5+ years working in client-side marketing positions or media, creative or digital agency environment with experience in digital customer engagement
- Demonstrated understanding of social media planning and implementation
- Understanding of search marketing across SEO and SEM
- Digital marketing skills: deep understanding of digital landscape and marketing with proven success in digital
- Experience using Hubspot / other CRM / automation platforms is desirable
- Financial Services or Government marketing experience is desirable
- Excellent writing, editing, and speaking skills
- Ability to effectively communicate to stakeholders at all levels of the organisation
- Proven strategic agility and analytical skills with the ability to look at the broader perspective
- High proficiency with PowerPoint, Excel
- Effective project management and prioritisation

Acknowledgement

This position description serves to illustrate the scope and responsibilities of the position and is not intended to be an exhaustive list of all tasks and duties. You will be required to perform other job-related tasks as requested and as necessitated by the development of this role and the organisation. This position description may also be modified and updated from time to time to reflect these changes.

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

Employee

Date

Manager

Date

