

Marketing Specialist – Retail & Key Partnerships

The Marketing Specialist – Retail & Key Partnerships is responsible for leading fan facing digital activity with the objective to grow our merchandise sales and to support key partners to achieve desired results across our channels. This role is required to understand how to leverage content, email marketing and campaign activity to engage fans with content they want, where they are, and when they want it to meet the wider strategic objectives of New Zealand Rugby (NZR). The Marketing Specialist – Retail & Key Partnerships works with key partners to brief, create, manage, approve and implement marketing activity across our owned communications channels and ensures that content across all web and mobile platforms is up to date, managed, aligned and consistent.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Brand & Marketing	Global Marketing Manager (Dotted line to the Head of Retail & Licensing)	Permanent / Full Time	Nil	Nil
Key Stakeholder Groups Internal: NZR staff (Brand & Marketing team, Retail & Licensing team, Partnerships team) External: Merchandise partners, Commercial partners, Digital & Content agencies, Fans, Super Rugby Teams, Provincial Unions, SANZAAR, NZRPA					

What You Do

Retail and Licensing Content Planning and Activation

- With the Digital Experience Manager, Global Marketing Managers and Head of Retail & Licensing, create and implement a marketing activation plan for Adidas and Fanatics considering product launches, identifying key moments in the year to develop micro campaigns which include
 - Organic social media
 - Email marketing
 - In-venue and pop-up retail opportunities
 - Website activity
 - Review performance and optimise on a weekly basis.
- Act as the key lead within marketing to support Adidas and Fanatics in the development of their own advertising campaigns to support product launches, which involves feeding back on proposed campaigns and assisting with deployment across owned channels. This includes owning the

relationship with the Adidas Marketing team, working alongside the Partnership Manager to deliver strategic results for both NZR and Adidas.

- Work closely with key stakeholders within the team to optimise the use of digital activity for retail sales and acquisition of fans.
- Optimise the use of content on social and digital touchpoints to meet the wider retail, licensing and merchandising opportunities and goals.

Priority Partners Marketing Activation Execution

- Act as the lead within the marketing team on priority partners marketing activity, working closely with the Partnerships Managers and the Global Marketing Managers to support the execution of priority partners owned marketing campaigns.
- Own the deployment of the Toyota Marketing Fund within the Marketing team which involves working closely with the Partnership Manager to understand the partner's objectives, brief the required campaign activity and lead it through to execution.
- Work with Partnerships, Digital Experience and Creative Content teams to co-ordinate priority partner activity on NZR channels.

Marketing Asset Production

- Identify and understand emerging global content trends in order to create social media content that is innovative, engaging, relevant, and that is appropriate for channel and audience.
- Using the Brand Guidelines – copy write, create graphics and other assets to achieve objectives.
- In conjunction with the Marketing Managers and wider team come up with ideas for competitions and other data acquisition initiatives.

Channel Management

- Ensure that all activity within NZR channels represent our brands and team in line with our core values and brand guidelines.
- Determine ways of maximising fan acquisition and revenue generation opportunities around digital content initiatives.
- Understand our customer journeys and how best to optimise campaign delivery at each touchpoint to deliver conversion to drive cost effective business outcomes.
- Work with the wider marketing team to ensure retail and partnership activity is aligned, and compliments other activity planned including insights sharing for paid activity.

Analytical Reporting

- Regularly review performance and create reporting, with learnings & actionable recommendations for activity and campaigns.
 - Create internal reports for the wider NZR business as requested, including for key partners and the performance of their activity on our channels.
 - Work with the key stakeholders to report on conversion activity and other campaign metrics.
 - Track and record information required to produce regular reports showing retail revenue and marketing performance growth.
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What You Bring

Key experience and skills include:

- 4+ years proven experience in a digital retail role where you have grown sales & revenue performance, provable through tracking & monitoring performance.
 - Experience in managing and creating content for a national / well-known brand.
 - Experience in B2C marketing environments working across social, email, and web.
 - Relevant marketing / digital / design qualification or a related discipline would be preferable.
 - Strong, current knowledge of social media channels and digital trends.
 - Ability to use Meta Business Manager, Hootsuite, Google analytics and other reporting tools.
 - Ability to build relationships quickly and creating trust with a range of stakeholders
 - Photoshop or similar design skills.
 - Good copywriting skills.
 - Skill in interpreting insights and data and turning this into actionable plans – ability to understand and drive both paid and organic media campaigns.
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