

Job Description

Marketing Administrator – Hawkes Bay/Gisborne

Position: Marketing Administrator

Direct Report: Marketing Manager

Additional Report: Hawkes Bay Regional Manager

Purpose of Role

To provide administration support to the Marketing Department to ensure the department is running efficiently and effectively.

You'll act as the key interface between our 800+ internal customers and the Marketing Department. Taking ownership for the quality of information that is supplied from the field to the marketing team, all the while ensuring our customers have an amazing experience. Although your duties will spread across the country, you'll have a specific focus on the Hawke's Bay and Gisborne areas.

Prime Responsibilities

- Taking orders and liaising with our customers to log creative/design jobs into our workflow management system
- Direct, control and action the incoming and outgoing of all requirements of the Marketing Department
- Manage the workflow of the department ensuring that each of the design team is allocated the appropriate work and everybody is working to full capacity.
- Helping out with marketing related tasks – campaigns, events, promotions, social media etc...
- Liaising with internal clients to deliver an outstanding experience that wows our customers.
- Graphic design where needed to help with department workload
- Assist in the ongoing development of the culture within the Marketing Department and build positive relationships
- Work alongside other departments within operations
- Implement best practice for brand protection and support of our company Vision and Values
- Take an active role in supporting company charitable and community events

Regional Responsibilities

- Social media management of Hawke's Bay and Gisborne areas. Ensuring that hyper local content is being place regularly and growing our audience and engagement across key metrics
- Develop a social content network within the PB team to ensure the above is being actioned effectively
- Assisting with delivery of campaigns specific to the area – Out East etc...
- Drive the co-ordination of local marketing and media. E.g. paper opportunities, local billboards etc making sure it all lines up with national activity and social presence
- Ensure our HB and Gisborne staff rate our marketing service as excellent