

## POSITION DESCRIPTION

TITLE: **MARKETING MANAGER**

DETAILS	
Reports to:	Ruth Hamlin
Location:	Squirrel Head Office, 29 Sale Street
Type of Position:	Permanent Full-Time
Remuneration:	Salary
Last updated:	May 2024
PURPOSE AND SCOPE	
<p>We're looking for an all-round marketing superstar to join our small team of innovators. You'll have a healthy balance of creative, organization and analytical skills and be strongly solutions focused.</p> <p>This is a role with huge breadth for the person who doesn't like to be boxed in. We don't micro-manage and we don't set limits. This role provides a rare opportunity to get truly creative and make a real difference to a growing New Zealand brand that's currently going places.</p> <p>Squirrel has a genuine, friendly culture with very little hierarchy. We're looking for a like-minded person with a wide skill set who's after a challenge. You'll be rewarded with a great work environment, talented team and career growth opportunity.</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"><li>• Work as part of a team to plan and execute Squirrel marketing activities across a wide range of channels.</li><li>• Taking the lead on the design and production of marketing materials for external campaigns and our website and internal collateral.</li><li>• Coordinating the production of a wide range of marketing and brand communications including but not limited to online, social, outdoor, email and radio advertising.</li><li>• Briefing and working with external agencies and suppliers such as media, printers, and creative.</li><li>• Reporting on effectiveness of campaigns and using insights to plan future marketing activity.</li><li>• Creating new content and updates to company websites.</li><li>• Copywriting emails and web copy</li><li>• Briefing web design and dev teams on website changes and updates and managing process to completion.</li><li>• Design and produce branding and collateral for promotional literature.</li><li>• Creating and publishing social media posts and videos for the company's social media sites.</li><li>• Contributing to development of new products and customer experience improvements</li><li>• Updating and maintaining the marketing department's documentation and databases.</li></ul>	

### Key competencies

- Personable and articulate with a positive, can-do attitude
- Attention to detail
- Imaginative, outside of the box thinker
- Effective project management and prioritization skills
- Flair for design and ability to design according to brand guidelines
- Strong copywriting skills and the ability to communicate complex ideas with on-brand tone
- Strong administration and organisational skills.
- Good understanding of digital marketing and interest in new technology / AI

### KEY WORKING RELATIONSHIPS

<b>Internal</b>	<ul style="list-style-type: none"> <li>• Marketing, data, IT / web developers, mortgage advisers, operations, client services teams</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Creative agencies, media agencies, printers</li> </ul>

### THE SQUIRREL DIFFERENCE

<b>People First</b>	People matter most. Do right by clients & each other.
<b>Challenge the Status Quo</b>	Innovate. Be bold. Be agile.
<b>100% In</b>	Commit with passion, energy & positivity.
<b>Make it Easy</b>	Keep it simple for clients & those we work with.
<b>Knowhow</b>	Grow & share knowledge to empower clients & the team.

### KNOWLEDGE AND TRAINING

Education and training	<ul style="list-style-type: none"> <li>• Proficient with Microsoft Office</li> <li>• Adobe Photoshop, Illustrator and Indesign to create brand collateral for external and internal purposes</li> <li>• Excellent graphic design and copywriting skills</li> <li>• Familiar with website CMS ideally Umbraco</li> <li>• Familiar with email CRM systems ideally Braze</li> <li>• Proficient using Canva</li> <li>• Proficient with creating ads and posting on main social media platforms: Facebook, Instagram, LinkedIn, X</li> </ul>
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Previous Experience	<ul style="list-style-type: none"><li>• At least 4-5 years experience in a marketing role</li><li>• Used to creating a wide breadth of comms including copywriting and design to spec for supplying to media and for multiple channels and platforms.</li><li>• Qualification in marketing, graphic design or similar</li></ul>
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**WORKING HOURS / LOCATION**

This role will be based in our Squirrel HQ Office, 29 Sale Street and may require travel to meetings from time to time. Regular working from home is also possible with prior agreement in accordance with our Working from Home Policy.

Our standard working hours are 8.30am – 5.30pm, but we are happy to accommodate a flexible schedule.