

Manager – Digital Production

Business Unit: Customer

Reporting to: Head of Client Marketing

Direct Reports: 1

Date Created: April 2019

Purpose of Loyalty

What	<p>Purpose</p> <p>To delight New Zealanders, because true loyalty deserves thanks</p>
Why	<p>Vision</p> <p>To be the most loved, valued and successful loyalty experience</p>
How	<p>Our values</p> <p>Own it – We hold ourselves accountable to deliver on our commitments, both individually and collectively</p> <p>Keep it real – We act with integrity and honesty with each other, our clients and customers to generate authenticity and respect</p> <p>Daring – We choose to approach problems with an open and brave attitude. We strive to break new ground with innovative and smart solutions</p> <p>Have each other’s back – We work as a team, support each other and build trust through communication and collaboration</p>

Purpose of the position

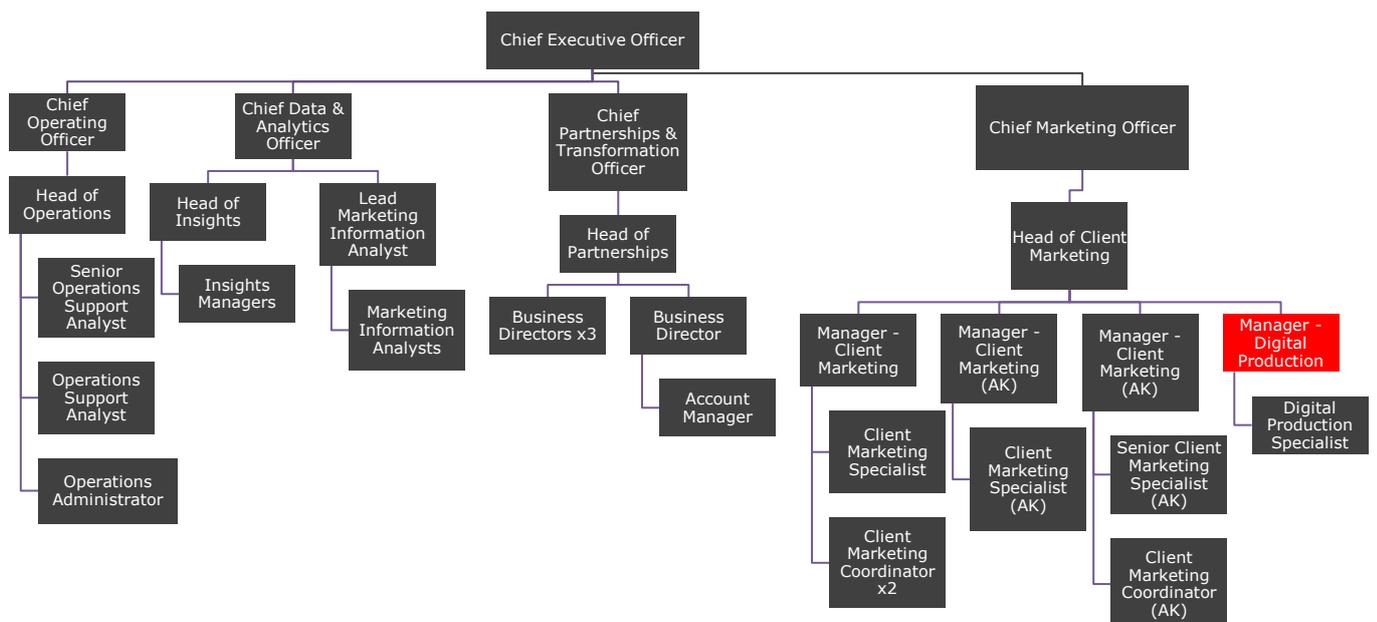
To manage the deployment of email campaigns that make Fly Buys customers want to engage and shop within the Fly Buys network, collect points and spend points on rewards. This is a 'hands on' role in a fast-paced environment that ensures the delivery of email communications to Fly Buys members.

The Digital Production Manager is a key subject matter expert specifically in email, but more broadly across all digital channels and platforms. They will be able to lead and/or participate in projects around continuous improvement that drive personalisation, automation and relevancy of communications. They are also responsible for the health of the emailable base and will monitor, report on deliverability, in order to guide contact strategy.

The Customer team is at the heart of Loyalty NZ; it brings the Fly Buys brand to life in real ways through engaging communications that make customers want to shop, collect and spend points - while providing commercial gains for clients and Loyalty NZ.

Organisational Position/Virtual Team/Collaboration

The Manager – Digital Production reports directly to the Head of Client Marketing and has a very strong working relationship across all marketing functions as well as Marketing Information Analysts and Technology teams.



Key Relationships

Internal

- Head of Client Marketing
- Strong working relationship with the Client Marketing team, and more broadly the Customer team
- Collaborates and liaises closely with Marketing Information Analysts, Technology, the Channels team (Web and App).
- LNZN functions, teams, and staff members

External

- Marketing Agencies
- External Contractors & Suppliers engaged from time to time

Key Outcomes

1. People Leadership

As a leader of people, there is a minimum expectation on you to ensure you are aware of your responsibilities and expectations as a Direct Leader:

- Consciously create and promote a workplace culture that is consistent with the overall organisation's vision, purpose, strategy, competencies and values
- Coach, mentor and develop employees, including overseeing new employee onboarding and providing personal development planning and opportunities
- Empower employees to take responsibility for their role and KPIs. Delegate responsibility and expect accountability and regular feedback
- Provide oversight and direction to the direct reports in accordance with the organisation's policies and procedures
- Working with your team to set, manage and monitor KPIs for your team in line with LNZN's strategic objectives
- Provide effective performance feedback through employee recognition, rewards and disciplinary action, with the assistance from People and Culture, when necessary
- Managing team costs and *expenditure* within provided parameters
- Provide health and safety leadership – ensuring hazards are recorded by your team where required

2. Email Campaign deployment:

- Loading up HTML and Text email content within the Responsys platform
- Loading up member data within Responsys within the correct data list
- Building campaigns that require the use of dynamic content with varying degrees of complexity
- Learning and applying the Responsys programming language to control the use of campaign data within a message layout
- Building data queries within Responsys environment to target the correct audience

- Management of Campaign QA process – ensuring the end to end QA process is followed for every campaign
- Where required altering the HTML content of emails provided by third party design companies to ensure each email renders correctly across all email clients
- Proofing and managing amend requests for campaigns, ensuring sign off process is followed

3. Operational Management:

- Following pre-defined processes that ensure campaigns are delivered to market at minimum risk to Loyalty NZ, Clients and customers
- Effective oversight of the email deployment schedule, highlighting resource risks and clashes. Ensure campaigns are delivered on time
- A key measure of success will be accuracy and on time delivery of campaigns

4. Relationship Management:

- Builds effective relationships and works closely with other LNZN teams to ensure the effective delivery of campaigns
- Works closely with all members of the Marketing Services Team, Campaign Owners in the Marketing Team as well as Marketing Information Analysts and external agencies to bring campaigns together
- Responsible for the day-to-day management with the email platform provider

Note: These duties may change from time to time to meet operational or other requirements

Health & Safety

All of our people have a responsibility for their own and others safety and wellbeing. This includes following all safety and wellbeing procedures and instructions, including reporting hazards, incidents and accidents and participating in safety and wellbeing initiatives and programmes as required.

Working environment

1. Open plan layout and moderate amount of noise that goes with it
2. Very little if no travel required
3. Standard office equipment

Delegations of Authority

Capital Expenditure:	N/A
Operational Expenditure:	\$0
Authorisation to Hire:	N/A
Authorisation to sign Contracts:	N/A

Responsible for

Number of Staff:	1
Budget:	\$0
Revenue:	As agreed

Appraisal and Performance Criteria

Formal appraisal will occur at least annually or more frequently when performance plans are re-negotiated. Performance will be measured against the performance plan negotiated at the beginning of the reporting period and against the other responsibilities identified above.

This job is being carried out successfully when all responsibilities are being met.

Person specifications

Qualifications

Essential: •

Preferred: • Secondary / Tertiary qualification.

Experience & Knowledge

Essential: • 4-6 years' experience in a related field – with specific experience in HTML and CSS
• Proven people management experience

Preferred: • Previous experience working within a marketing team in a fast-paced environment with a focus on delivery
• Ability to code responsive email templates
• Familiarity with Marketing Automation and marketing platforms, preferably Oracle Responsys
• Familiarity with SQL

The ideal candidate will have:

- Strong understanding of email marketing platforms and email marketing Best Practices, and more broadly strong Digital channels knowledge
- Excellent written and verbal communication skills
- Problem solving
- Thinking laterally and highly analytical
- Time management and meeting deadlines
- Experience / comfort working with pre-defined processes
- Caring about their team, and the people they work with

Loyalty NZ Competencies



Individual Competencies

COMPETENCY	WHAT IT IS	WHAT IT ISN'T
STAYING AHEAD OF THE GAME	<ul style="list-style-type: none"> • Adaptable and open to change • Staying up to date with Loyalty NZ's strategic context and competitive environment • Showing initiative • Proactively contributing new ideas • Embracing opportunities 	<ul style="list-style-type: none"> • Resisting new ideas, change or better ways of working • Holding on to the past • Withholding ideas • Being reactive • Not sharing an idea or new initiative
DELIVERING ON OUR PROMISES	<ul style="list-style-type: none"> • Managing priorities to meet deadlines • Taking ownership and accountability • Doing what you say you are going to do • Listening to and acting on client and customer feedback • Maintaining a positive outlook under pressure 	<ul style="list-style-type: none"> • Missing deadlines • Over promising/under-delivering • Working excessive hours • Not acting quickly to fix a mistake • Making excuses
CREATING VALUE FOR LOYALTY NZ	<ul style="list-style-type: none"> • Leveraging opportunities and sharing resources when possible • Focusing on initiatives that deliver on our strategic goals • Operating within plan • Making quality decisions based on sound rationale • Looking for ways to do things better, faster, cheaper 	<ul style="list-style-type: none"> • Leaving decisions or actions to others • Not considering cost or impacts for Loyalty NZ • Raising problems without offering solutions • Over-complicating solutions • Losing sight of the outcome we are aiming for
WORKING TOGETHER	<ul style="list-style-type: none"> • Putting team goals first • Trusting your team members • Following through on commitments • Sharing information, collaborating and helping others • Speaking up 	<ul style="list-style-type: none"> • Setting your own agenda • Dismissing other perspectives • Withholding information • Avoiding conflict or disagreement • Blaming others
ALWAYS LEARNING	<ul style="list-style-type: none"> • Staying professionally up to date • Asking for help when you need it • Accepting new challenges • Seeking and acting on feedback • Learning from your mistakes 	<ul style="list-style-type: none"> • Showing a narrow or closed mind-set • Thinking you have all the answers • Turning down opportunities to learn and develop • Staying in your comfort zone • Rejecting or dismissing genuine feedback

Leadership Competencies

COMPETENCY	WHAT IT IS	WHAT IT ISN'T
STAYING AHEAD OF THE GAME	<ul style="list-style-type: none"> • Translating the vision • Cultivating a long-term perspective • Being curious about new ideas • Being bold and taking calculated risks • Questioning the status quo 	<ul style="list-style-type: none"> • Resisting change • Saying no to new ideas without consideration • Playing it safe • Not challenging the old ways of doing things • Imposing change without gaining buy-in
DELIVERING ON OUR PROMISES	<ul style="list-style-type: none"> • Setting clear goals and expectations • Removing barriers and obstacles to delivery • Acting quickly to resolve issues • Holding people to account • Inspiring individuals to achieve goals and objectives 	<ul style="list-style-type: none"> • Setting unrealistic expectations with clients or customers • Demanding more than the team can deliver • Ignoring or avoiding problems or disputes • No clear owner for outcomes/initiatives • Accepting mediocre performance
CREATING VALUE FOR LOYALTY NZ	<ul style="list-style-type: none"> • Demonstrating long-term thinking when making decisions • Right resources, skills and experience that the team needs • Meeting financial targets • Looking for opportunities to optimise • Facilitating quality decision-making 	<ul style="list-style-type: none"> • Losing sight of the bigger picture • Wasting resources • Not considering commercial constraints or risks • Over-engineering solutions • Asking for more than you need
WORKING TOGETHER	<ul style="list-style-type: none"> • Asking the tough questions • Motivating, inspiring and empowering others • Facilitating collaboration and sharing information • Creating an inclusive environment • Trusting without conditions 	<ul style="list-style-type: none"> • Operating in a silo • Getting overly involved in the detail • Not acting quickly to resolve conflict • Holding on to responsibility • Putting your team results before Loyalty NZ
ALWAYS LEARNING	<ul style="list-style-type: none"> • Identifying individual needs and motivations • Creating opportunities for individual development • Mentoring and coaching your team and knowing the difference between them • Providing constructive and timely feedback • Making it safe for team members to fail 	<ul style="list-style-type: none"> • Taking over when things go wrong • Delegating and disappearing • Withholding feedback or avoiding difficult conversations • Blaming and shaming team members • Holding on to the past and failing to move on