

Marketing Manager – Direct & Social

Business Unit: Customer

Reporting to: Head of Marketing

Direct Reports: 0

Date Created: November 2018

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

The Marketing Manager - Direct & Social delivers a substantial amount of strategic and campaign work to drive critical business results and programme success outcomes. They do this through making customers want to collect Fly Buys, engage with Fly Buys and shop with our partners.

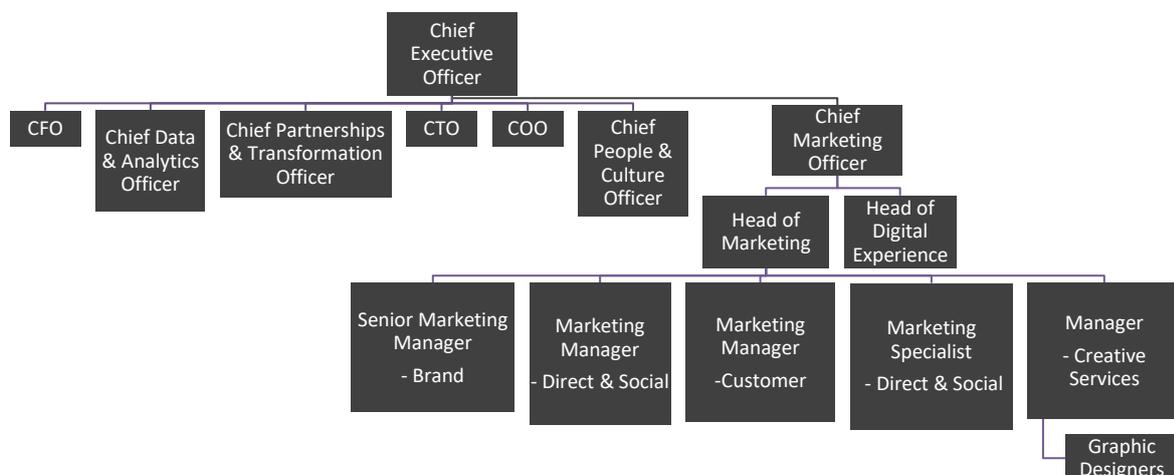
This key role focuses on the strategy and execution of lifecycle and social media and is also a central point for important direct communications programmes of work. Activities are wide reaching and include: driving redemptions, points earning, member inspiration, programme education and overall engagement by members through multiple channels and touchpoints.

This role will suit someone who constantly works to create better experiences for customers and is up to date with media trends and opportunities. They will develop collaborative relationships with teams across the business to create personalised and relevant customer experiences that support our business goals.

Organisational Position/Virtual Team/Collaboration

The Marketing Manager - Direct & Social will work closely with the Head of Marketing to evolve the social media programme and the lifecycle marketing programme of work, with input from the wider Marketing and Customer team.

The virtual team for lifecycle marketing will include the Head of Digital Experience (within the Customer team) and wider Customer team (Creative / Studio, Rewards, Client and Strategic Communications), plus wider team members from across the business e.g. Information Analysts, and Insight Managers, Business Operations and other resources as required.



Key Relationships

Internal

- Head of Marketing.
- Strong working relationship with the Virtual Team, as well most other parts of the business to achieve a seamless customer experience.
- Broader Customer Team
- Client marketing, to align campaign processes, and engage clients where necessary. Alongside Rewards marketing and our experience team.

External

- Media, marketing, advertising, mail agencies.
- Other external contractors and suppliers engaged from time to time, and other businesses.
- Some limited Client engagement.

Key Outcomes

1. Manage the lifecycle programme of work, to increase customer engagement.
 - Work with the Head of Experience (in the Customer team) on the Lifecycle strategy, then plan and prioritise the programme of work that supports this strategy.
 - Drives a programme of triggered and other campaign activity that communicates with customers in a personalised, timely way, within budget.
 - Assess the best channel/s of engagement, including (but not limited to) DM, eDM, telemarketing, SMS, mobile app.
 - Continuously measure results and improve the relevance and effectiveness of these communications.
 - Identify opportunities for creative new campaigns that engage and excite customers
2. Manages delivery of direct and digital campaigns:
 - Working closely with the virtual team to bring campaigns together.
 - Briefing and managing external creative and data agencies effectively for fast response and minimal rework.
 - Works with Senior Marketing Manager - Brand to ensure all communications are on brand.
 - Drafting campaign, insight and creative briefs as well as data and mail house specifications.
 - Facilitating approval of communications to market, and a seamless customer experience.
 - Interpreting, presenting and using results and other insights to guide future campaigns.
 - Following a pre-defined process that ensures campaigns are delivered to market at least risk to Loyalty NZ, clients and customers.
 - Ongoing management of repeating, in-market campaigns, including our largest DM and edm, the Fly Buys Points Summary DM and edms.

- Manages and monitors content development and promotion assets across digital platforms and keeps wider Customer Team updated on critical workstreams, processes and impacts / outcomes and learnings.

3. Social Media

- Works with the Marketing team and agencies to evolve the social media programme of work for Fly buys, Loyalty NZ and Lab360.
- Leads social strategy and ensures personality, tone, language and conversations are on brand and consistent while forecasting and managing social media budget investment.
- Ensures the social strategy is on point, delivering and evolving in line with organisational goals.
- Works with service channels to ensure customers are being responded to appropriately on social for service queries
- Manages brand content development for websites, works with other team members for approval and making live.

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:**
- Tertiary qualification, preferably in marketing
- Preferred:**
- Direct Marketing or Digital Marketing Certificate (or equivalent experience).

Experience & Knowledge

- Essential:**
- 6+ years' experience in a related field – with specific experience in direct, digital and social marketing and a strong penchant for data. Developing new campaigns from scratch, briefing and managing creative agencies, demonstrable creative and strategic thinker
- Preferred:**
- Previous experience working within a marketing team or agency in a fast-paced environment with high levels of client contact.

The ideal candidate will have:

- A strategic and lateral thinking approach
- Customer focus - Understanding how people respond to communications.
- Delivering campaigns that create commercial results.
- Strong understanding of digital marketing channels and direct marketing solutions.
- Strong commercial focus.
- Strong influencing and relationship management skills.
- Understanding how data drives outcomes and is comfortable interpreting campaign results.
- Writing, reading and proofing marketing material.
- Meeting deadlines and enjoys a heavy workload.
- Thinking laterally.
- Caring about their team, and the people they work with.
- Excellent communications skills and a desire to collaborate
- A passion for excellence and a commitment to high standards.
- Integrity, loyalty to the organisation and a commitment to organisational objectives.
- A genuine customer service focus, both internal and external.

- A proactive and open-minded consultative approach.
- Initiative, judgement and ability to creatively solve problems.
- Be detail conscious.
- Be a self-starter with the ability to accept responsibility and self-manage.
- Ability to work under pressure with an achievement focus.
- Enthusiasm, a thirst for learning and self-development.
- Ability to prioritise and work efficiently and effectively
- The ability to keep cool under pressure