



## Job Description

<b>Job Title:</b>	Marketing Manager
<b>Department:</b>	Marketing
<b>Location:</b>	Parnell, Auckland
<b>Role Type:</b>	Full Time
<b>Reporting to:</b>	Head of Marketing
<b>Direct Reports:</b>	N/A

### Firstly, a little about N4L...

The Network for Learning Limited (N4L) was founded in the belief that equitable access to digital technology, will empower young New Zealanders to succeed in education and beyond. This belief drives and motivates our staff, as we empathetically design and deliver digital technologies, helping to create a future-ready, world-ready Aotearoa New Zealand.

### About the Role...

We are after a driven and passionate marketer to manage and execute campaigns, develop and enhance our channels and contribute to the marketing strategy at N4L.

### Summary of Key Responsibilities

- Key day to day contact for the marketing team
- Develop/contribute to the development and implementation of key marketing strategies
- Ensure everything you communicate is on brand with appropriate copy & creative
- Champion the customer in everything you do
- Contribute to the development of an innovative marketing plan
- Develop and execute integrated marketing campaigns including
  - Utilising both traditional & digital channels to drive awareness & understanding
  - Creating and implementing lifecycle campaigns to drive incremental volume through onboarding, utilisation, retention and cross-sell initiatives
- Own and manage the development of content
- Contribute to the development and execution of customer engagement strategies

- Ensure marketing activity is measurable, implementing learnings from previous campaigns to improve marketing efficiency
- Contribute to the improvement of the N4L web presence, ensuring content is up to date and relevant
- Create and improve on marketing function processes
- Scope opportunities for customer experience improvements
- Contribute to required marketing reports
- Ensuring clear internal communications so all staff are kept up to date

## About you

To be successful in this role, you will ideally bring the following

- 5+ years marketing experience
- Campaign management experience
- The ability to think outside the box
- Excellent stakeholder management and interpersonal skills
- Strong verbal and written communication skills
- Passionate about brand

This is a full time position, based in Parnell, Auckland

If this sounds like you, we would love to hear from you!

Please submit your CV to [hr@n4l.co.nz](mailto:hr@n4l.co.nz)