

Position Description

Position:	Marketing Coordinator
Department:	Marketing
Reporting to:	Marketing Manager
Location:	Auckland
Date:	June 2024

Position Purpose:

The Marketing Coordinator ensures the seamless operation of the Marketing Team by executing marketing strategies and campaigns to drive global brand awareness, customer engagement, and sales growth of Yealands Wine Group brands. This highly motivated individual possesses a strong drive, passion, initiative, attention to detail and excellent written and verbal communication skills.

Key Relationships:

External	Internal
Suppliers	Sales & Marketing
NZ Winegrowers	Supply Chain
Event companies	Finance
Sponsorship partners	Winemakers
Wine Works	Leadership Team
Agencies	Management Team
	HR

Key Accountabilities & Tasks:

- Assist in the execution of brand plans, with involvement in key projects, including managing parts of, or full NPD and other marketing projects.
- Effectively communicate with key relationships
- Content Marketing & social media: Manage the content pillars, including a rolling content calendar. Work with agencies to develop digital assets for campaigns. Coordinate the execution of the social media strategy.
- Effectively communicate and collaborate with IT, marketing, vineyard and winery teams to plan and develop innovative and engaging content. Lead development, maintenance and optimisation of digital content
- Support Sales & Marketing team through development and management of marketing collateral, medal stickers, sourcing promotional material, trade presentations, tasting notes, bottle shots, POS, assisting with planning and execution of marketing campaigns
- Managing the budget for key activities/responsibilities.
- General administration to support the Marketing team.
- Monthly brand dashboards and insights collated and shared internally.
- Brand budget tracking, invoice coding and reconciliation.
- Marketing activity support e.g. PR, social media, event coordination, trade incentives, product deletions, adhoc brand projects.
- Support on label development and approvals – Vintage roll, reworks, strip label for market specific requirements, buyers own brands. Collaborate with Production Coordinator on product delivery administrative requirements to market.
- Coordinate website content updates and assist with digital projects such as web development, updates, promotions campaigns and EDM campaigns via MailChimp.

Key Accountabilities & Tasks:

Health, Safety, Compliance & Standards

- Abide at all times to relevant legislation and the company's policies and procedures whilst acting within the capacity as an employee or whilst acting on behalf of Yealands.
- In relation to Health and Safety, environmental management, ethics, quality and food safety responsibilities:
 - » Comply with relevant legislation and related company's policies, procedures and standards are adhered to at all times.
 - » Actively participate in related training.
 - » Identify to your Manager areas where conforming to existing procedures will adversely impact adherence.
 - » Report improvements or incidents through the company's reporting system and ensure investigations are completed, improvements identified and implemented to manage risk.
- Work with 'best practice' in regard to food defense and food fraud procedures.
- Actively participate in audits as required.

Person Specifications:

Education:	Preferred: Degree in business admin and/or marketing.
Experience:	<ul style="list-style-type: none">• 1-2 years' experience in brand or product related roles• Experience in creating social media content• Knowledge of traditional and digital marketing, content marketing and social media marketing.
Specific Skills:	<ul style="list-style-type: none">• Analytical skills and strong attention to detail• An understanding of trends and an ability to respond to customers' wishes• Proficient in graphic design and marketing tools e.g., Photoshop, Canva, CRM, CMS.• Creative mindset with proven copywriting and content creation skills• Team working skills• The ability to manage and allocate budgets• Written and verbal communication skills• Time and project management skills, including the ability to work on multiple projects at the same time.
Core Competencies:	<ul style="list-style-type: none">• Speed and flexibility in the marketplace• Marketplace and customer understanding• Strong ability to influence behaviour and perceptions without formal authority• Integrity & trust• Understanding of social media & content creation• Brand Awareness – a clear understanding of brands and the marketing mix• Passion for wine.

This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.

Employee and Manager Acknowledgement:

Manager's Signature Date:

Employee's Signature Date: