

JOB DESCRIPTION

Position	Digital Marketing Executive (Fixed Term)	Division	Rockit Trading Company Limited
Reports to	Global Digital Manager	Date	April 2025
Term	Fixed term to March 2026		

Job Purpose

To help bring the Rockit brand to life across digital and social channels - supporting global markets and the wider team to drive strong digital performance, grow our online community, and deepen consumer engagement.

Key Responsibilities

As part of the Rockit marketing team, you'll play a key role in driving digital performance across global markets to grow brand awareness, as well as increasing consumer consideration and purchase of Rockit products.

- Collaborate with social agencies in New Zealand and key international markets to plan and execute content strategies that are tailored to each region. Lead regular content WIPs to keep momentum and alignment across teams.
- Lead influencer marketing in core markets including NZ, MENA, Vietnam, and Hong Kong, ensuring all content and activations align with our global strategy and resonate with local audiences.
- Manage and evolve the website content and strategy, ensuring it's up-to-date, user-friendly, and seamlessly integrated into Rockit's wider digital ecosystem.
- Monitor and report on digital performance across platforms, identifying key insights and applying learnings to improve campaign effectiveness and support business growth.
- Keep up to date on industry trends, competitor activity, and cultural moments to inform and inspire our digital and content approach.
- Lead community management across digital channels, ensuring all enquiries are responded to professionally and in a timely manner. Manage and track consumer complaints, and work with the broader Rockit team to resolve.
- Coordinate with designers, agencies, and influencers to create compelling digital content for Rockit's channels. You'll also help produce digital assets where needed.
- Own the development and execution of monthly consumer newsletters, driving content strategy and optimising the user journey to grow and engage our audience.
- Assist with other marketing projects as required.

Organisational Obligations

- Establish effective relationships internally and externally and collaborate to achieve RGL objectives
- Participate in regular team and company-wide meetings
- Ensure confidentiality of employee and company information
- Demonstrate commitment to health and safety and compliance with company policies
- Demonstrate company values and Rockit Every Day

Key Relationships

Reports to	Global Digital Manager
Internal	Sales & Marketing team, Administration team, Finance team
External	Licensees, Distributors, Agencies

Rockit Values

Proactively demonstrate RGL's values in all work and internal and external interactions.

Action Over Words

At Rockit we've never been about the talk; it's always been about the doing. Doing things that nobody thought was possible.

Unstoppable Passion

We use a simple formula; passion in the work, unbridled ingenuity and backing ourselves. We believe the world would be a better place if everyone rocked it with us.

Doing Things Differently

Doing things differently has always been part of our DNA, and it's what saw us take a punt on the world's smallest apple and turn it into a big New Zealand success story.

He Toa Takitini

Ehara taka toa, te toa takitahi, he toa takatini kē

Uniting all cultures, as we strive to make a difference within our communities and in all aspects of our environment, while being true to ourselves

Personal specification requirements

- 2-3 years' experience in digital marketing in a similar role
- Someone with a passion for social media and digital marketing
- An eye for design with the ability to create engaging content
- A proactive, self-starter who can work alone and collaboratively
- Strong verbal and written communications
- Strong computer literacy including experience in Microsoft Office suite.
- Experience managing websites and social media platforms is an advantage



- As part of a fast-paced team environment, happy to turn your hand to anything and pitch in with administrative tasks, as required
- An innate understanding of social media, digital marketing, and content

Signed by the Employee: