

Position Description - marketing rookie

The intent of this job description is to provide a representation of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform tasks other than those specifically presented in this description.

Position Summary

The marketing rookie is primarily responsible for supporting the marketing leader in all marketing activity. Reporting to the marketing leader, this role is based in Newtown, Wellington.

Collectively the objectives below will help us achieve more (sales) via execution of local market plans and brand targets (through brand positioning (differentiation & relevance) and by improved brand awareness and esteem in each market. You'll form strong and trusted working relationships within our teams, that will create '1 + 1 = 3' leverage via non-threatening & partnering initiatives. An estimate of the time allocated to each part of your role follows:

This role encompasses the following functions:

<p>Product marketing</p>	<p>Product Proposition development</p> <ul style="list-style-type: none"> • Work closely with the marketing leader to ensure understanding & execution of product USPs, messaging, timing and activity, globally; • Learn & manage competitor analysis (by market) that presents the USP and KSP's in competitor context. <p>Launch development</p> <ul style="list-style-type: none"> • Work closely with the CEO, marketing leader, creative designer, sales teams and product development team to ensure that clarity on the sales/marketing tools required, by market, to ensure successful sell-in and sell-through; • Assist in managing the launch schedule and worldwide launch activities with marketing leader; • Assist the marketing leader to develop sell-through tools that support our sales teams by creating consumer pull (variously: consumer email comms; web content; web advertising assets; advertising; plus PR & Social Media activities). <p>Execution, measurement & response</p> <ul style="list-style-type: none"> • Execute the activities above, on time and within budget; • Assist the marketing leader by tracking launch and existing product marketing development success metrics by market (variously: unit sales; accessory sales; POS installations and activities). <p>Existing products</p> <ul style="list-style-type: none"> • Analyse, plan and own improvements of how we communicate and expose our existing product range with retailers and online; agreeing and understanding the marketing plan/schedule, goals and activities for the year; • Assist the marketing leader to establish by market: what's selling, what's not. Drive opportunities and ideas to resolve this, and execute with marketing tactics that create sales. 	<p>70%</p>
<p>Wider marketing support</p>	<ul style="list-style-type: none"> • Case-by-case support for the wider business. Manage priorities to ensure you are meeting expectations on delivery (with support by marketing leader). 	<p>20%</p>
<p>Web content management</p>	<ul style="list-style-type: none"> • Manage and maintain content and updates on www; • Agree a calendar of email marketing with the marketing leader and execute accordingly. 	<p>5%</p>
<p>PR and Social Media support</p>	<ul style="list-style-type: none"> • Work closely with the marketing leader to ensure all activity is aligned with the strategic goals for the brand throughout the year (reassess focus and direction where needed); • Support the regions: PR & SM activity, and manage content where needed; • Treat all launches as a campaign not an event. Constantly monitoring and tweaking communication methods; • Maintain and develop extensive attention-to-detail through editing and reviewing the www, mar-comms and content. 	<p>5% (more at times of major initiatives)</p>

90 Day Plan, along with role specific goals as part of your first set&review process:

- Complete the phil&teds (company) on-boarding flight plan with how we do things!
- Establish reporting with the marketing leader;
- Create a competitor analysis for projects, understanding the customer and the market landscape globally;
- Analyse & review websites to help identify what environment the brand needs;
- Understand, use and work with the existing product launch templates to build for the brand;

Collectively these goals help us achieve higher levels of sales at phil&teds. They drive success through targeted action plans, process and product improvement, effective resource allocation, and timely achievement of goals.

The best PMs will:

- Know the right questions and answers to present to the sales channel, and are equally adept at listening to them.
- Be able, quickly and frequently, to re-evaluate product marketing priorities and make appropriate adjustments.
- Be deeply familiar with one or more marketing and/or product areas, granting natural authority and necessary strategic insight.
- Be able to sift through information and data rapidly, analyse and determine where action is needed and what can be left as is - must be number savvy!!
- Be excellent communicators. One of their critical roles is to act as the communication hub for all product-marketing-related matters, meaning it is imperative that they know how to effectively communicate with different both sales and design people, and, knowing their audience, adjust the message accordingly - on a global scale.
- Know how to be leaders, through a combination of negotiation, influence, and relationship building.
- Learn quickly and possess a solid understanding of the fundamentals of business. They know how to identify opportunities and strategies that will lead to a winning product.
- Have an excellent understanding of crafting a diligent work brief, and demonstrate clear communication to ensure clean project/task execution by the creative and support team

Skills, Knowledge and Proficiencies required:

- Analytically minded
- Passion for the detail - extremely detailed focussed
- Initiative PLUS!!
- Microsoft Office experience
- Great time management
- Numbers and facts to support thinking
- Ability to be self managed once set tasks
- Great interpersonal relations with different teams - cross collaboration
- Good attention to detail (spreadsheets...report writing etc)
- True (and massive!!) passion for putting our consumers at the forefront of everything we do
- True (and massive!!) passion for phil&teds (and passion for our other brands of course!)

Key Relationships RASCIO

The position is located within the marketing team in Wellington, New Zealand.

- CEO;
- marketing leader;
- creative designer;
- regional sales people;
- NZ support office.

Key functions of the PM Team:

- Write critical mar-comms such as product scope PPT, POS, launch comms, PR and so on - product by product. Not general brand comms but any advertising, product mar-comms, product POS materials, & product merchandising materials.
- Conduct consumer market research on existing products
- Conduct retailer market research on opportunities
- Write and get approval for product marketing plans
- Implement product marketing plans
- Understand the value proposition of every product - this works best when we focus on a narrow market segment with a narrow marketing statement based on the USP, and our own "I look, I get, I feel" These may differ region to region, consumer to consumer.
- Action the marketing mix - the so-called 7 P's of "people, price, place, promotion, positioning, packaging and product".

Some current benefits of working at phil&teds and Mountain Buggy

- Pop down to our in-house cafe to pick up a free trim mocha and cheap as lunch!
- Drop your kids off at the subsidised 'minimee' playschool onsite creche & minimee school holiday programme for over-5's
- Drink beer we've brewed
- Take pilates classes onsite
- Work with some of the best people you will ever meet!

Other matters: All terms and conditions of employment are fully set out in the current employment contract, of which you have a copy of which are summarised below:

Holidays and leave: These are set out in the Holidays Act 2003. In summary, the Holidays Act entitles the employee to:

- 4 weeks/ 20 days
- Statutory holidays are to be taken and paid in accordance with the Holidays Act 2003
- Five days sick leave per year after six months of service with us.
- Three days bereavement per year after six months of service with us. If you absent for more than three days as sick we need a medical certificate from the doctor.

Other entitlements: You are entitled to staff buying privileges.

Termination: Either party may terminate this employment agreement by giving four weeks notice to the other party. In the event this agreement is terminated by the employer for redundancy, you shall not be entitled to redundancy compensation.

Resolving problems: We both want the employment relationship to run smoothly. Please raise any problems so that we can help to resolve them.

This is a full time position with a starting salary of \$40,000 gross per annum. This is based on a 40 hour working week, Monday to Friday. As this is a salaried position, more or less hours may be required by you, in order for you to fulfil this role successfully. In addition, you may need to travel and work outside these hours. Travel on behalf of the company is a normal part of your role in our business. If working on behalf of the company outside your country of residence, there is a flexible arrangement regarding how we use time in lieu; however we do not expect to pay compensation for doing so.

I, _____, confirm that I have read and understood the position description and the terms and conditions of employment set out in the employee Agreement attached, that I fully understand them and their implications and that I now accept the offer of employment.

Date / /

Our Business – a Summary

Phil and Teds Most Excellent Buggy Company Limited (“**phil&teds**”), is a private – family like - New Zealand Support Office for our global partners, that designs, manufactures and distributes juvenile products carrying its brand, **Mountain Buggy**, as well as **mokopuna 100% pure New Zealand merino** clothing for 0 – 4 year olds & maternity. Our business purpose is to build a large sustainable business, primarily in the juvenile channel, by seeking an outstanding contribution from our 1st class people - we hire the best people we can, and back them to succeed, rewarding them with new opportunities, and a unique culture and spirit – from the fusion of our ‘4 pillars’:

1. **Product:** uniquely appealing product set that is differentiated and relevant, and solves problems
2. **Brand Positioning:** known, compelling brand proposition(s) (authentic positioning, understood and coveted)
3. **Sales Distribution Channels:** committed, effective sales channels (accessible, committed, passionate advocates)
4. **Quality Supply Chain:** efficient & quality assured supply chain (cost effective, reliable and scalable)

We work hard to create business methods to enable us to do this.

phil&teds philosophy, values and goals

phil&teds New Zealand is the Support Office for our global partners. We create products for parents who want to escape nursery prison and live a life without limit. From small-town New Zealand we support over 50 countries and are lucky to have over 70 employees, who we call phil&teds heads, here. Plus over 30 other employees around the world, as well as retail and sales partners. We’re mad about our people and retaining our unique culture: phil&teds most excellent spirit!

We seek to be the brand of first choice, for parents...through:

- a) products exhibiting design innovation;
- b) great brand experience, and;
- c) our ‘most excellent’ spirit.

Some of the ways we aim to achieve this are: to be clear in our values and principles; be passionate about what we do; have a partnership approach; be brand builders not traders; be as direct as possible; innovate rather than copy, and; operate with integrity and teamwork, & with quality relationships.

We’re a builder of brands: phil&teds, mountain buggy and mokopuna 100% pure merino clothing. We believe positioning & storytelling are key to building a sustainable long term business.

Our Business Objectives 2017 – to inspire families to escape nursery jail and live life without limit.

Your goals and activities will support phil&teds’ Strategic Plan in 2017, which are:

- BUILD COMPETITIVE ADVANTAGE IN SALES
- MAKE AUTHENTIC CUSTOMER CONNEXIONS
- GROW SALES IN EVERY REGION
- IMPROVE BUSINESS EFFICIENCY
- STRENGTHEN ORGANISATIONAL CAPACITY & CULTURE
- EXECUTE WELL & SUSTAINABLY

OUR FOUNDATION: Have fun and make money!