



## MARKETING MANAGER



**Retail Links Limited** is a New Zealand importer of quality products sourced from around the world.  
**Our Mission** 'Helping New Zealanders gather, Together'.

<b>LOCATION:</b>	Nelson	
<b>REPORTS TO:</b>	Chief Executive Officer	
<b>DIRECT REPORTS:</b>	Lead Designer Digital Coordinator Web Content Manager Assistant	
<b>PURPOSE:</b>	Develop, implement and execute brand and marketing strategies for Retail Links brands, growing them both in market share and brand equity.	
<b>KEY RELATIONSHIPS:</b>	Chief Executive Officer Chief Operating Officer Financial Controller Marketing Team National Sales Managers	Franchise Manager Suppliers Advertising Agencies Media Organisations

<b>KEY ACCOUNTABILITIES</b>	
<b>Strategic insight</b>	<ul style="list-style-type: none"> <li>• Contribute to the development of the Company's strategic direction.</li> <li>• Collaborate with the senior leadership team to grow and evolve the Company to achieve the shareholders aspirations.</li> </ul>
<b>Marketing Strategies</b>	<ul style="list-style-type: none"> <li>• Collaborate with the senior leadership team to formulate strategic and annual plans for the respective brands (i.e. Jayline, Galaxy Spas, Broil King).</li> <li>• Execute marketing strategies for the brands within the agreed timeframes and with a high level of professionalism.</li> <li>• Liaise with media and advertising agencies to develop and deliver branding and marketing materials.</li> </ul>
<b>Relationships &amp; Networking</b>	<ul style="list-style-type: none"> <li>• Identify and build relationships with suppliers and key external working partners (i.e. agencies).</li> <li>• Negotiate with key suppliers to achieve relevant commercial terms that provide for a sustainable and profitable working partnership.</li> <li>• Build strong relationships internally (i.e. National Sales Managers), franchise owners and senior leadership team and work closely with them to achieve optimal outcomes.</li> <li>• Attend relevant events, functions, conferences.</li> </ul>
<b>Research &amp; Analysis</b>	<ul style="list-style-type: none"> <li>• Lead market research efforts to uncover key market data to measure against.</li> <li>• Identify market opportunities and weaknesses.</li> <li>• Conduct competitor analysis of the company's competitive set and ensure have relevant and accurate intel.</li> <li>• Report to the CEO on key marketing metrics of success.</li> </ul>
<b>Inspiring Leadership</b>	<ul style="list-style-type: none"> <li>• Role model the behaviours of a senior leader and engage the hearts and minds of the team across the Company.</li> <li>• Ensure that the marketing teams behaviours are aligned to the strategic direction.</li> <li>• Lead, mentor and inspire the marketing team to constantly strive to do better, think outside the box and continue to grow and develop themselves.</li> <li>• Be proactive where a team members performance is not at the required level.</li> </ul>
<b>Marketing Spend</b>	<ul style="list-style-type: none"> <li>• Prepare the annual marketing expenditure budget and ensure that the spend is within the agreed budget (unless otherwise approved).</li> <li>• Have an understanding of the ROI to be achieved from the spend on brand and marketing initiatives.</li> </ul>

**KNOWLEDGE, EXPERIENCE**

**Experience, Knowledge,  
Skills**

Previous proven marketing experience.  
Intimate understanding of traditional and emerging marketing channels.  
Familiarity with: latest trends, technologies and methodologies in graphic design, web Design and production.  
Excellent relationship and communications skills.  
Ability to think creatively and innovatively.  
Leadership style that inspires and motivates others.  
Budget-management skills and proficiency.  
Analytical skills to forecast and indentify trends and challenges.