



engineering
new zealand
te ao rangahau

POSITION DESCRIPTION

DIGITAL MARKETING SPECIALIST

PRIMARY PURPOSE

To lead the integrated delivery of content via our digital channels and platforms to optimise the digital experience for our members.

ABOUT US

Engineering New Zealand is the professional home for all engineers in New Zealand.

Our goal is to bring engineering to life so our members can engineer better lives for New Zealanders. We do this by creating greater connection within the industry and across society, greater recognition for the key role that engineers play in making our country an amazing place to live, and generating influence so the engineering voice is heard on issues that matter to us all. All of this is aimed at building credibility so New Zealanders have confidence and trust in the work that engineers do.

KEY ACCOUNTABILITIES

Email Marketing & Automation

As a key channel for communicating with our members, responsibilities include:

- Overall responsibility of eDM template development, campaign deployment, automations, dynamic content, segmentation and trouble shooting/technical support.
- Provide training or technical support to other ESP users within the organisation as required.
- Champion the imminent migration of Salesforce Marketing Cloud, including dynamic content, templates, segmentation and member preferences.
- Provide ongoing management, improvements and training to staff in Salesforce Marketing Cloud.
- Implement marketing automation processes to support user journeys for Engineering New Zealand and our umbrella brands.
- Ensure all email newsletters adhere to brand guidelines and follow all necessary pre-deployment checks.

Digital Marketing

- Together with the Marketing Manager and wider marketing team, support the Marketing Coordinator with best practice for Social Media channel management.
- Overall management of the delivery of content through our digital channels.
- Provide advice and support for key organisational initiatives.
- Monitor the effectiveness of all digital content; adapt strategies to improve and recommend ways to turn content into a compelling digital experience.
- Develop digital advertising campaigns and monitor their effectiveness.

Marketing Metrics and Analysis

- Advise on KPIs for all digital marketing channels.
- Run marketing reports as required for the Engineering New Zealand brand and our umbrella brands.
- Provide analysis and summary of reports appropriate for the stakeholder.

Stakeholder Management

- Manage key supplier relationships and workflows to ensure digital projects are delivered on time to budget.

TYPICAL QUALIFICATIONS AND EXPERIENCE

- At least 3 years experience in digital marketing, preferably specialising in email marketing, automation and segmentation.
- Experience working with a broad range of stakeholders across a wide range of channels including, social media, eDMs, web and apps.
- Experience with CMS, ESP and CRM platforms.
- Experience with website analytics and social media advertising tools.
- Understanding of UX.
- Experience using task management tools like Monday, Asana and Trello.
- An understanding of marketing principles.

General skills/experience

- Creative thinker who is confident to suggest and implement new initiatives.
- Proven technical capability with the ability to pick up new systems quickly.
- Confidence to engage with and maintain stakeholder relationships.
- Great organisational skills, accuracy and attention to detail.

Personality/attitude

- Resilient and independent with the ability to work under pressure.
- Results oriented with the ability to prioritise and act with urgency.
- Engaged and supportive team member who works well with others to get the best outcomes.

- Terrific work ethic with a positive, can-do attitude and the ability to work effectively with people at all levels of the business.