

POSITION DETAILS	
Position Title	Category Marketing Specialist
Reports to (Position Title)	Manager - Marketing Operations
Department / Division	Marketing
Nature & Number of Direct Report	0
Nature & Number of Indirect Reports	0
Date	August 2017
EY data role map	MK215

PURPOSE STATEMENT

The Category Marketing Specialist will be tasked with the creation and delivery and reporting of category specific go to market plans.

Working closely with both the Merchandise and Marketing Teams, the Category Marketing Specialist will develop a robust understanding of the relevant categories, gaining insight into market opportunities, industry developments, channel effectiveness and customer behaviours enabling the establishment of tailored GTM planning per category.

The Category Marketing Specialist will deliver excellence in creative production, which is aligned with the marketing strategy, and brand and visual identity guidelines. Output will require a strong focus on accuracy, consistency and adherence to deadlines.

KEY ACCOUNTABILITIES OF POSITION		
Accountability Description	Measure	Weighting
1: Campaign management	<ul style="list-style-type: none"> Manage all aspects of a given promotion or campaign to ensure delivered on-time and to brief. Produce material to brand standards, managing the inputs and content to ensure compliance to agreed marketing formats. Liaise and direct as required the involved internal departments and agencies. Ensure all promotions are delivered through the appropriate channel and channel/media mix as per the go to market plan / promotional programme. Ensure required media (including Distribution) is booked and material delivered correct and on-time to meet deadlines. Ensure any operational impact of a promotion is pre-planned with Retail Operations and/or IT and/or Training. Where new processes may be required, ensure that action is taken to integrate these into operational briefing packs. Carry out both pre and post campaign analysis to understand and communicate results to relevant stakeholders and use learnings to inform future campaigns. 	45%

	<ul style="list-style-type: none"> Assist with the evolution of advertising standards required to cater to changing media landscape ensuring consistent and disciplined execution of marketing collateral across channels. 	
Performance Standard:	<i>Promotions are delivered on time, and according to set marketing strategy and guidelines. Stores understand what is required of them. Effective use of marketing channels were utilised to deliver a “multi-channel” campaign.</i>	
2: GTM Planning	<ul style="list-style-type: none"> Take ownership of relevant categories, building tailored GTM plans delivering optimised sales results, brand attribution and engagement. Attend relevant marketing, merchandise and operational meetings required to gather market data and adjust activity where appropriate to leverage opportunities or meet objectives. Undertake test and learn activity to refine campaign effectiveness on an ongoing basis. (Including CTA, Channel and Scheduling tests) Provide insight into customer behaviours including channel preference and engagement, assisting in the development of media schedules and promotional calendars. 	20%
Performance Standard:	<i>GTM plans are established to meet seasonal demand, providing clear strategic direction and detailed channel implementation. Market opportunities are consistently leveraged through relevant channels. Continuous channel refinement is evident resulting in increased ROI, engagement and overall campaign effectiveness.</i>	
3: Communication	<ul style="list-style-type: none"> Ensure internal and external teams are fully briefed on promotional objectives, content and media channels, according to marketing strategy and guidelines. Liaise between all involved parties to ensure support activities and changes are implemented in a timely and traceable manner. Consult with the Merchandise team to convert their objectives into marketing and customer driven communications. Ensure stores are fully briefed by providing content for marketing packs, and liaising with operational and merchandising teams to deliver a fully supported and integrated promotion. Participate in cross-functional projects to provide marketing insights and input, and ensure delivery meets targeted objectives. 	15%
Performance Standard:	<i>Communications are delivered in a clear, concise manner. Strong relationships are developed to anticipate issues and resolve problems prior to live-dates. Understanding is consistent with intended message and stakeholders are fully engaged in the process. Cross-functional team relationships function productively.</i>	
4: Other Marketing activities	<ul style="list-style-type: none"> Understand and implement appropriate brand standards, legal and practical requirements or processes for any other marketing initiative or project undertaken. Manage the throughput of these other activities alongside the standard production tasks to provide the same level of professional delivery to all parties involved in the process. 	10%

Performance Standard:	<i>Brand standards and compliance requirements are adhered to. Stakeholders expectations are met. Opportunities to improve process are used to streamline delivery. Innovation is demonstrated through improvement implementation.</i>	
5: Compliance, & Health & Safety	<p>Understand and adhere to all compliance requirements, internal & external, that govern the company's activities, including:</p> <ul style="list-style-type: none"> • Comply with all legal requirements that impact upon your role • Comply with all Health & Safety guidelines and procedures. • Comply with Mitre 10 (NZ) Ltd policies and procedures • Work in a safe manner and follow all safety procedures • Report hazards, incidents and work related injuries / accidents promptly in accordance with company Health & Safety policy • Participate in the Health and Safety Hazard awareness process 	5%
Performance Standards	<i>Compliance and no avoidable incidents. Honesty and fairness in all activities. Proactive in implementing suggestions and ideas.</i>	
6: General	<ul style="list-style-type: none"> • Be a role model for the company's values: Customer Driven; Honest and Fair; One Team; Down to Earth; Strive for Excellence; Keep our People and Customers Safe. • Pursue opportunities for personal development and improvement. • Undertake any other duties or responsibilities your Manager feels are appropriate given your role and skills. 	5%

POSITION HOLDER SPECIFICATIONS	
Qualifications required	<ul style="list-style-type: none"> ▪ Relevant tertiary qualification, eg, marketing.
Total years of experience required	<ul style="list-style-type: none"> ▪ Minimum of three years relevant work experience within marketing or related field of expertise.
Other specific Technical skills required (e.g. advanced excel)	<ul style="list-style-type: none"> ▪ Solid MS Office skills (MS Word, MS Excel, Outlook and PowerPoint)
Competencies required:	<ul style="list-style-type: none"> • Work well with others, utilising effective communication • Know the business – industry and competition, and demonstrate business acumen • See things differently, be adaptable and flexible, look to embrace change and continuous improvement • Drive results through effective planning and organisation, problem solving and initiative. • Detail focused and thorough in checking and execution. • Lead by example, demonstrating integrity, honesty and personal accountability.

FINANCIAL & PROJECT DIMENSIONS	
Total Revenue accountability	N/A
Annual Operational Expense Budget	N/A
Annual Capex Budget	N/A
Expenditure authority maximum	N/A
Project Spend (if applicable)	N/A

Project Impact (e.g. whole organisation, business unit)	Inaccurate promotions or contravening legal compliance can have costly ramifications in-store and to the company as a whole, both in terms of profit and brand.
Delegated Authority levels (if applicable)	N/A

WORKING RELATIONSHIPS	
Frequent People Contact	Nature of Contact and Why
Marketing and Merchandise teams	Co-ordination and collaboration
Retail Operations and IT team members	Co-ordination and collaboration
External agencies	Communication and collaboration

CHALLENGES AND COMPLEXITIES IMPACTING THE OPERATION OF THIS ROLE	
External Environment (economic climate, competitor activity, ownership):	Responsiveness and flexibility is required from the incumbent to use changes in market conditions to increase relevancy of promotional offering in consultation with other team members.
Other challenges or complexities that may impact on the ability to deliver outcomes	Development of new channels and technology increases the complexity of executing messages and communications.

ORGANISATIONAL STRUCTURE

