POSITION DESCRIPTION

Your position title will be	Marketing & Customer Experience Lead
You'll be supported by	General Store Manager (GSM) & Member Principal (MP)

HOW YOU'LL HELP INSPIRE KIWI TO LOVE WHERE THEY LIVE, WORK AND PLAY

This role is focused on being customer obsessed & striving for excellence driving the local marketing, promotions and community engagement activity across Mitre 10 New Plymouth, Mitre 10 MEGA New Plymouth & Columbus Coffee New Plymouth. The purpose is to ensure all local strategies and activities are delivered to the highest standard, while also supporting the national program leading the instore delivery and driving the messaging across local digital platforms. The role also supports customer experience initiatives that surprise, delight, and build lasting loyalty while showcasing our commitment to community projects that have a real impact.

WHAT YOU'LL DELIVER

Customer service (#WinInCX)

- Ensuring our customers always feel welcome by acknowledging, helping them connect with the right experts and focusing on their positive experience throughout their visit
- Create 'epic' experiences for our customers that make their shopping journey simple, easy, and brilliant when it matters
- Creating moments of 'surprise' and 'delight' to make our customers feel valued, and ensuring they know we've got their back
- Answer questions and queries from customers and seek assistance when necessary
- Positively promote products and advise customers of special promotions on offer
- Focus on providing customer service excellence, ensuring the customers' satisfaction through sales assistance, level of service and problem resolution processes
- Always apply the GREAT technique when interacting with customers:
- **G**reet the customer, acknowledge all customers
- **R**espond to them
- **E**xplain features & benefits
- **A**sk for the Sale / add-ons
- **T**hank them
- Understand & deliver the Mitre 10 Price Promise, as required
- Understand and engage in the company culture through living our vision, purpose, values and mindsets
- Understand and deliver the 'Easy As' customer experience throughout the store
- Understand and drive the Customer Centred Service and 'Voice of the Customer' culture throughout the store

Marketing, Promotions and Advertising

- Develop and implement annual store marketing plans aligned with Mitre 10 brand standards and local business needs
- Liaise with Support Office, media agencies, and community partners to deliver campaigns, events, and sponsorships that drive customer engagement and ROI
- Maintain accurate records of marketing spend, cluster funding and sponsorships

Initial:

Marketing, Promotions and Advertising continued

- Collaborate with the Trade Department ensuring continuous improvement, looking for opportunities while strengthening industry networks and cultivating key trade relationships
- Ensure Trade activity is grown by expanding sponsorship initiatives within the budgetary limits
- Manage and track local advertising budgets, ensuring cost-effective results across print, radio, and digital channels
- Coordinate digital presence — ensuring timely posts, adherence to brand protocols, and proactive reputation management. Be mindful at all times of tone of voice, and perceptions that may arise
- Develop and deliver in-store promotional activities, including trade events, launches, and customer experiences that inspire, inform and reflect our Mitre 10 values and standards
- Provide regular reports on campaign performance and social engagement
- Provide daily, weekly, monthly and annual reporting as required and produce any additional appropriate reports when requested
- Work closely with Columbus Coffee Manager to ensure brand standards and marketing strategy with a focus on digital marketing is achieved

Community engagement and sponsorship

- Build strong relationships with community partners, schools, and local organisations to enhance Mitre 10's community presence
- In conjunction with the (MP) manage sponsorship activity, ensuring alignment with company values and measurable community impact
- Coordinate donation requests in line with our "Helping Hands" campaign

Customer experience leadership (CX)

- Lead and support our team to ensure the highest standard of service is always offered to our customers. This includes working alongside the General Store Manager (GSM) to regularly review systems and processes to enhance the shopping experience, store presentation and ensuring customer needs are met in-store, online and over the phone
- Champion a customer-obsessed culture across both stores, embedding Mitre 10's "With you all the way" and "Easy As" values
- Constantly evaluate the customer journey across all touchpoints and identify opportunities to improve where needed
- Ensure customer feedback is acknowledged and actioned within required timeframes and that relevant action plans are completed based on concerns raised
- Ensure customer complaints are responded to within a reasonable timeframe, and sub action plan completed
- Investigate, analyse, and work with the team to highlight and celebrate positive feedback, and work collaboratively on negative feedback to ensure we address issues and learn from them
- Liaise with the Human Resource Manager (HRM), People Development & Wellbeing Coordinator (PDWC) and GSM to support training and initiatives that elevate service quality, store presentation, and customer satisfaction
- Analyse customer feedback and "Voice of the Customer" insights to identify trends and implement service improvements
- Identify the evolving needs of our customers, introducing initiatives and processes to ensure that we continue to meet and exceed customer expectations
- Ensure conversion rates & net promoter score targets are met

Team support

- Provide direction and support to all team members in an approachable, appropriate manner, delivering your leadership with a positive attitude
- Lead by example promoting our Company's values & mindsets
- Lead team meetings when required, attend other meetings as requested, add value to these through positive participation, & share all relevant information with the team
- Support the Management team with any relevant matters if required
- Respond to the communication of issues and concerns from the team as soon as possible
- Support direct reports providing continuous support and direction including discussions of development and performance

Self-Management and other duties

- Project a favourable Company image through personal appearance, knowledge, attitude and language
- Have a positive attitude with a general willingness to help
- Wear a clean and tidy Company uniform
- Have a curiosity to grow your own personal knowledge and actively participate in personal training provided
- Take responsibility for personal time management to ensure that all required tasks are completed in a timely manner
- Maintain flexibility in your availability to support your team as required
- Show integrity in following all safety and store policies and procedures
- Fully participate in the company's cultural activities
- Demonstrate our company vision, purpose, values and mindsets in your daily actions
- Maintain a professional email etiquette
- Complete all administrative duties efficiently and to a high standard
- Any other duties or responsibilities that the Member Principal (MP) and GSM feel are appropriate given your role and skills

Security and Loss prevention

- Full awareness of your surroundings to ensure the safety and security of yourself, store product and your teammates, reporting any suspicious characters or security concerns immediately
- Follow the Customer Centred Service training to acknowledge every customer to act as a deterrent for those who are acting suspiciously
- Complete the Loss prevention & Robbery prevention & safety skills" eLearning's

Learning and development

- Support training and initiatives that elevate service quality, store presentation, and customer satisfaction.
- Ensure appropriate training is completed to maintain compliance with current legislation
- Support the PDWC to organise and deliver all new and revised training and specialist product training when required
- Complete all relevant E-learning modules required
- Complete all relevant standard operating procedures (SOPs)
- Assist in developing training plans as requested
- Action performance development reviews, conducting meetings with your team, meeting required timeframes to complete. Utilise this process to help identify potential succession planning to develop & upskill team members
- Develop team members in a way that makes them feel valued by acknowledging and supporting their needs while maximising their performance
- Adhere to training requirements, completion dates as directed by the Company

Compliance management

- Ensure the store adheres to company and legislative operating policies and procedures, e.g. housekeeping, merchandising standards etc., as per the operating agreement, Consumer Guarantees Act, and Fair Trading legislation
- Maintain compliance with all internal and external policies and procedures that govern the store's activities, including but not limited to yearly completion of health and safety e-learnings and standard operating procedures (SOP's)
- Show integrity following all Mitre 10, policies and procedures including and not limited to all health and safety guidelines
- Ensure all company legislative security procedure in relation to data integrity are adhered too
- Maintain knowledge of the necessary legislative governances relevant to your role i.e. Privacy Act, Fair Trading Act, Consumers Guarantee Act etc., and act in accordance with them
- Communicate issues of concern to the MP, GSM or HRM ensuring that non-compliance is escalated and addressed
- Ensure the store adheres to company and legislative operating policies and procedures, e.g. housekeeping, merchandising standards etc
- Develop and support the H&S Manager with Health & Safety plans for all events and activities, ensuring all risks are managed and controls implemented
- Ensure all marketing and promotional activity complies with Mitre 10 policies and legal obligations

Initial:

Health and safety

- Demonstrate safe behaviors and ensure you and others are kept healthy and safe
- Always be aware of health and safety risks. Take 10 seconds to pause and assess the risks before starting any work. If anything is unsafe, dangerous or of any concern then address this immediately
- Follow safe work practices, standard operating procedures, rules and instructions
- Only use equipment or complete tasks you have been trained and are authorized for and use all safety gear required for that task (including PPE)
- Maintain a clean and orderly work area
- Report all injuries, incidents or anything unsafe (hazards) immediately (ecoPortal - Health, Safety & Wellbeing)
- Contribute to the overall safety culture by voicing your ideas and suggestions and developing solutions on health and safety performance and get involved with safety improvement activities
- Participate in personal Return-to-Work plans when applicable and action direct reports Return-to-Work plans
- Be in a fit mental and physical state to do your job
- Compliance with all internal and external policies and procedures that govern the store's activities as they relate to your role, including health & safety guidelines and procedures
- Full awareness of your surroundings to ensure the safety and security of yourself, store product and your team, taking action to eliminate or mitigate any risks.
- Integrity in following all safety and store policies and procedures

CORE CAPABILITIES YOU NEED	MINDSETS, HABITS AND BEHAVIOURS YOU NEED
• Ability to continually build the Mitre 10 brand image be actively involved in the development of the store • Create and maintain professional, friendly working relationships, sharing information as needed • Ability to manage and coach, building trust and respect within the team. • Manage customer complaints in a timely manner • Communicate with everyone effectively and carry out agreed solutions • Manage issues as they arise, escalating them as appropriate and maintaining open communication channels • Deliver excellence in customer service always acting in the best interests of the Company • Be resilient, resourceful and determined in a fast paced environment • PR and Communications experience • Ability to make thoughtful decisions, considering all options, applying appropriate analysis and being willing to take calculated risks	• Work collaboratively with the wide variety of team across the business • Flexibility & adaptability, be open to learning and look for ways to continuously improve • Be customer obsessed, ensuring they take priority over other tasks and busy-ness • Present yourself positively, through personal presentation and attitude • A passion for safe work processes and behaviours • Always maintain a high level of confidentiality • Ability to think on your feet, cope under pressure and to work to deadlines • Demonstrate effective verbal & written communication skills • Outstanding organisational & problem-solving skills

Initial:

TECHNICAL SKILLS YOU HAVE	YOUR ROLE SCOPE
• Previous experience in a Marketing or Communications type role • A qualification in Marketing, Communications, or a related discipline (or equivalent professional experience) is preferred. • An understanding of marketing principles and how they apply to B2B and B2C marketing and an understanding of EDM, digital and social networking media. Marketing strategy experience beneficial. • Commercial acumen and awareness • Leadership experience, with ability to energise and engage the team • Ability to take the team through a change journey. • Knowledge of relevant legislative governances i.e., Fair Trading Act, Consumers Guarantee Act etc., and act in accordance with them. • Have intermediate computer literacy, where you can learn new systems • Numerical and analytical skills • Effectively formulate strategies and action plans	Number of direct reports: Approx 2

HOW WE DO THINGS HERE AT MITRE 10
• We live by our values in how we are with one another as one team and with our customers • We all play an active part in our health, safety & wellbeing obligations, following guidelines and procedures and always working in a safe way • We all know the guidelines we're working within to help us stay on track (policies and procedures) • We all muck in and help with whatever needs doing

YOUR ACKNOWLEDGEMENT
Name:
Signed:
Date:

Initial:



MITRE 10

The Mitre 10 Mindsets

MITRE 10

Shaping our culture by adapting the way we choose to show up in our daily work and interactions



We thrive in an environment that is…
EMPOWERING & ENERGISING

We trust people to do the right thing. Empowering decision making and autonomy means our people rise to challenges while loving what they do. We want to let people fly so they can do their best work.

We'll do the best work through our...
COLLABORATIVE NETWORKS

Thinking in departments and silos means we're missing out on all the great skills and insights from other teammates. You can do even better work by seeking out input and can create more value by drawing on the knowledge of others outside your patch.

We are courageous by being…
OPEN TO LEARNING

We're optimistic, fearless learners who love exploring possibilities. We learn from mistakes and look for ways to continuously improve. We know when to stop doing what doesn't serve us and boldly face into making changes, iterating as we go.

We are focused and driven so…
OUR CUSTOMERS WIN

We're here for our customers. With a laser focus on delivering value, customer outcomes take priority over tasks and busy-ness. We make clear decisions at pace and deliver on promises we make to customers and each other.



Initial: