

APPENDIX ONE:
Job Description



POSITION TITLE:	Marketing Assistant
LOCATION:	Head Office, Tauranga
REPORTS TO:	Head of Marketing and Communications

POSITION SUMMARY

Reporting to the Head of Marketing and Communications, the Marketing Assistant works closely with all members of the marketing team to coordinate and implement Craigs Investment Partners (CIP) marketing strategies to assist with maintaining the cohesion of all marketing activity across the team. The Marketing Assistant is responsible for facilitating all marcom activities including brand, digital marketing, website, internal and client communications.

KEY RESPONSIBILITIES

HO MARKETING

- The development and co-ordination of all marketing material for the business, branch and advisers in line with agreed strategies and company positioning.
- Liaison with Investment Advisers, product managers and other departments to ensure the timely implementation of agreed projects.
- Co-ordination of all marketing project timelines and task management such as shared folders, legal disclaimers, branch activity and People & Performance.
- Management of all business collateral requirements including deadlines for change updates, archiving, branch brochure custodians, legal sign off process, print house management and distribution of all brochures and print material as required.
- Responsible for the development and management of sales literature (client communication, forms, policies), recommending improvements to process and documents where suitable.
- Development and distribution of corporate collateral in line with brand guidelines; company cards, calendars, stationary, templates (memo, letterheads).
- Website – Management of key areas of website to ensure copy is current and relevant. Proofing and uploading to website of collateral, advertising and corporate documents (eg annual reports, brochures, insights newsletter, forms).
- Social Media – assisting with the development and distribution of social media.
- Merchandise - Sourcing and coordinating corporate gifts and merchandise for the group and updating documentation to support this.
- Intranet Custodian – working closely with Internal communications exec, to manage the site structure and maintenance of the Craigs Intranet, recommending areas of improvement ongoing.
- Development and maintenance of all signage, including new branch signage, branch advertising, and sponsorship billboards.
- The co-ordination and content management of website and e-commerce activities.
- Liaison with external suppliers i.e. printers, content production houses, design and advertising agencies.

- Provide resources and assistance to branch advisers to assist them with the implementation of their marketing plans, or requirements as required.
- Working within approved budgets.
- Assist with timely implementation of CIP events; both national and large branch events. Including the development and maintenance of all marquees, banners and signage suitable for hosting events.

GENERAL DUTIES AND RESPONSIBILITIES

- Operate within the parameters of the NZX rules and regulations, relevant legislation and CIP procedures and policies.
- Maintain a high level of competence with Craigs Investment Partners' systems.
- Follow company policy and process to ensure client information is protected against loss, unauthorised access, use, modification or disclosure.
- Maintain the core competencies as set down by the Company from time to time.
- Complete all Company educational requirements as required for the role as set by the Company.
- At all times follow Company prescribed administrative processes and policies, including use of supporting systems.
- Act professionally, ethically and work co-operatively and constructively within the framework of the Company structure.
- At all times act with integrity and treat clients fairly and respectfully.
- Any other tasks as requested by your manager.

PERSON SPECIFICATION

Qualifications	<ul style="list-style-type: none"> • A degree in marketing, communications, or business discipline.
Knowledge/Experience	<ul style="list-style-type: none"> • Graduate level, up to 3 years current experience in a marketing related role. • A knowledge of principles, concepts, practises, techniques, and tools in the areas of communications, business writing, branding, marketing and program management. • Knowledge in the development and implementation brand plans, liaising with various agencies, such as print, design, social media, and PR. • Experience or a working knowledge of digital marketing and communication tools and platforms such as CRM, website CMS, email (e.e click dimensions, survey monkey, mail chimp) or other digital or social media tools. • The ability to analyse performance of campaigns using appropriate methods for improvement. • The creation and management of internal and client communication, using strong business writing skills and understanding of customer information needs.
Key Skills and Attributes	<ul style="list-style-type: none"> • Exceptional time management and multi-tasking skills, with the ability to work to tight deadlines and with close attention to detail. • Interpersonal skills and the ability to work with multiple teams at various levels of seniority. • Excellent written and verbal communication skills. • Ability to problem solve, analyse data, and translate that into a recommendation for business improvement. • Strong computer skills – MS Office; Word, Excel, PowerPoint, Outlook. • Financial Markets background or interest is a strong asset. • A self-starter with the ability to show initiative and a valued team player is essential.