

phil&teds: owner of global brand - phil&teds, Mountain Buggy and Mokopuna Merino - is looking for a Digital Marketer! We're real people and real parents, achieving real success globally, whilst still working toward our ultimate goal: enable parents to escape nursery prison and live a life without limit!

From Newtown to New York, phil&teds has been making kids stuff for over 20 years, so parents can escape nursery prison and live a dynamic life with kids in tow! Our phil-osophy is adapt&survive and we can honestly say - some claim this and seldom possess it - we have unique spirit and culture and live by that ethos, daily.

Position Summary

You're a digital marketer for our global online flagship stores across both phil&teds and Mountain Buggy brands, based in Newtown, Wellington. As part of the global digital team, and reporting to the Digital Strategy Manager, you are primarily responsible for supporting and executing all marketing efforts globally, as planned by the Digital Manager. You will execute all marketing activity with clear delivery, on time, and attain marketing objectives for each brand as agreed. You are a strong support for your marketing colleagues working across the brand/product marketing teams.

You will analyse market conditions as required, researching both channel and consumer needs, competitor positioning, and you will help develop digital Product Marketing Plans alongside the Digital Manager, that is aligned with the Field Marketing plans globally, that will increase market demand and get products selling sustainably in all our online flagship stores.

This role encompasses some of the following functions;

Planning

Help develop the p&t and MB annual Product Marketing Plans for every product in all categories for all our online flagship stores; comprising of the product scopes and the 7P's (product, pricing, place, promotion, packaging, positioning and people), outlined with clear local marketing activities and initiatives to drive sales by quarter. You must:

- Understand the commercial and design (customer experience) visions for each of the products and brand;
- Understand the value proposition of each product, based on 'I look, I feel, I get' principle;
- Understand the KSP's for each product which are founded on true customer benefit;

Executing the plan

Support the Digital Strategy Manager to achieve our omni-channel digital strategy to grow sales with:

- Loyalty - grow customer loyalty (repeat purchases) by optimising retailer experience (RX) and customer experience (CX) for higher B2B and B2C sales respectively using Emarsys and other tools, personalising content for great activation;
- Support acquiring, curating and distributing online reviews, and build their number and quality for every product, using PowerReviews, SM and other tools;
- Execution of Paid media (adwords, boosts, IG, FB, OPA, deciding spend and mix as approved by the Digital Strategy Manager)
- EDM execution (copy/ content and best practice)... to acquire engage and convert customers, meeting target RoI;
- Support in content management - manage Owned channels, and acquire and distribute content, consistent with brand personae, copy/ video relevant with our target audiences, SEO'd and SEM ready, telling great stories online to highly engaged audiences;
- Work closely with your manager to ensure clarity on the sales / marketing tools required, by market, to ensure successful sell-in & sell-through;
- Assist in key sales initiatives;
- Utilize the sell-through tools that support our Digital team by creating consumer pull (variously: B2B and B2C email comms; web content; web advertising assets; advertising; plus PR & Social Media activities);
- Execute the Product Marketing and other plans, as approved, on time and within budget;
- Assist each brand by tracking product success metrics by market (variously: unit sales; companion sales, average order value, conversion, costs per click).

Existing products

- Analyze, plan and own improvements of how we communicate and expose our existing product range with retailers and online;
- Agreeing and understanding each brand's marketing plans / schedules, goals and activities for the year for all existing products;
- Assist each brand to establish by market: what's selling, what's not. Drive opportunities and ideas to resolve this, and execute with marketing tactics that create sales;
- Recommend to the Marketing Managers; data inspired actions to take to increase sales by market, for each of your assigned products;

- React swiftly to market momentum signals through sales / marketing tactics (upon approval from the Marketing Managers);
- Track all success metrics by market (variously: unit sales; accessory sales; activities).

PR/ROI Effectiveness

- Measure success of your activities and A&P budget spend through the template provided by support office, offering monthly commentary on key wins, misses and learnings.

Success in this role will result from

- Know the right questions and answers to present to the sales channel, and are equally adept at listening to them.
- Be able, quickly and frequently, to re-evaluate product marketing priorities and make appropriate adjustments.
- Be deeply familiar with one or more marketing and / or product areas, offering necessary strategic insight.
- Be able to sift through information and data rapidly, and determine where action is needed and what can be left as is.
- Learn quickly and possess a solid understanding of the fundamentals of business. They know how to identify opportunities and strategies that will lead to a winning product.
- Sensitivity for and understanding of foreign cultures and issues. The ability to work with staff and partners in multiple settings and locations.
- Demonstrated organisational skills. Proven ability to execute successful business strategies.
- Well developed planning, organizational development and business skills. An appreciation for the data required to make meaningful decisions.
- Sensitivity for and understanding of foreign cultures and issues. The ability to work with staff and partners in multiple settings and locations.
- Online selling skills incl. an understanding of SEO and web usability, ability to create value, a high level of selling skill (ideally in branded consumer goods) and product knowledge.
- PR and communication skills, especially in the area of social media. A comprehensive understanding of common social media platforms including Facebook, Instagram, Pinterest, Twitter and Google+.
- Flair, élan, spirit and a team player.
- Ability to plan your own work schedules and meet company and other deadlines without supervision. Ability to work under time and personal pressure when the situation calls for it. Ability to focus so that the work is completed without error, delay or unnecessary assistance. Able to work effectively and efficiently with

others - internal and external.

- Terrific communication skills (listening, negotiating, presenting, one-on-one and in groups). You must have clear, intelligible written and verbal communication, and be able to represent the company and its values with the utmost integrity.
- Windows based computer systems esp Microsoft Office Suite.
Solid problem solving & prioritization skills with the ability to make sound decisions in a fast paced environment. Solution oriented approach to issues that arise with excellent follow-up skills to ensure issue resolution.

phil&teds isn't about Armani suits and ties - we're about a high performance culture, that has fun and makes money! We've built up global relationships with our customers: retailers, sales agents and parents -we're real people, doing real things - and we want to continue to help parents adapt&survive!

If this sounds like you, then we wanna hear from you!!

Email your CV AND cover letter to: pickme@philandteds.com

NOTE: ONLY APPLICANTS WHO HAVE INCLUDED A COVER LETTER WITH THEIR CV WILL BE RESPONDED TO!