

POSITION DESCRIPTION

Position title:	Head of Marketing		
Reports to:	Chief Operations Officer		
Group:	Operations	Unit	Sales & Marketing
Revision:	1/2020	Date:	4 February 2020

PURPOSE

To develop and lead the Brand, Marketing and Communications strategy for Ultrafast Fibre to effectively promote the company, its reputation and the uptake and retention of customers subscribing to existing / emerging products and services. Using Market Research analytics to identify the correct target customer and channel market / segments for campaigns and initiatives.

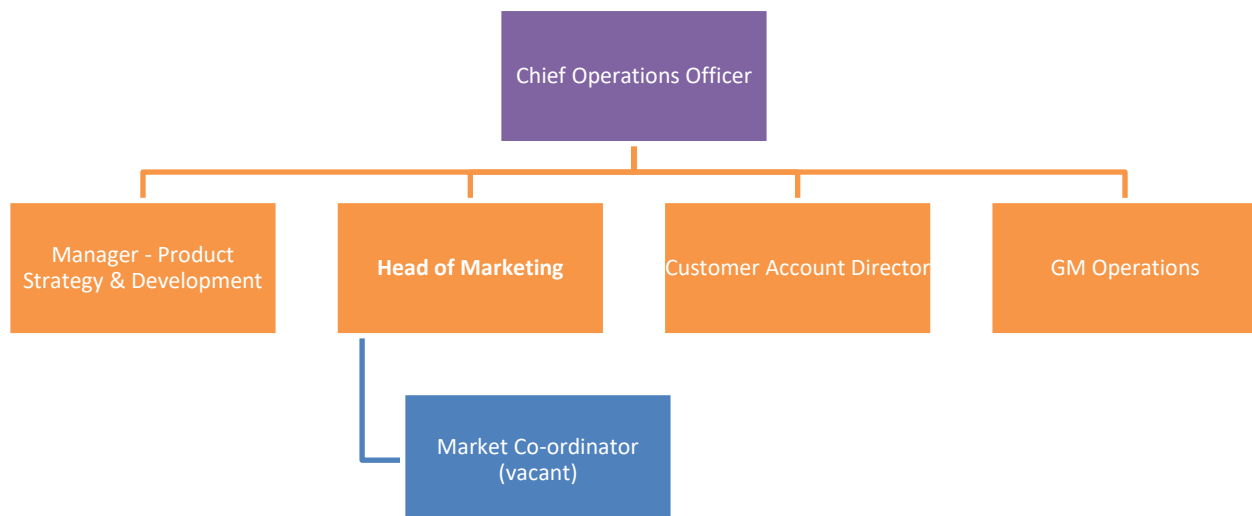
THE PERSON TO UNLOCK THE PURPOSE:

While the purpose is clear and defined...the ‘how’ in this role is where the excitement flows and can only be unleashed by the right marketing leader! This is a role that requires you to be the instrumental catalyst in driving UFF’s Brand beyond what we have been able to imagine today...and with a deliberately distinctive and intentionally disruptive flavour.

You will have no creative boundaries to bend or squares to think outside of. This is an inventive strategic launchpad appointment so you will bring lively energy, dynamism, flair and unencumbered risk-free thinking to create the market brand and Team UFF framework that will see our business offer a fresh, vibrant and constantly exciting challenger proposition for the people that matter the most: our people, our customers and our communities!

We only ever want to be “the optimum choice” in everything we offer our amazing customers – You have the mandate to inject the adrenaline to UFF’s exciting growth profile and propel us along our continuously amazing market adventure.

ORGANISATION STRUCTURE



RESOURCE ACCOUNTABILITIES

Location:	Hamilton / flexible work location (to be discussed)
Staff Numbers	1
Operating Budget	Annual allocated budget
Capital Budget	Nil
Expense Authority	TBC

PERFORMANCE OUTPUTS

KEY RESULT AREAS	KEY TASKS / ACTIVITIES	SUCCESS FACTORS / PERFORMANCE MEASURES
<p>Brand, Marketing & Communications (40%)</p>	<p>Successful Development & Execution of strategic Brand, Marketing and Comms planning that:</p> <ul style="list-style-type: none"> a) drives uptake and customer retention b) promotes and develops the UFF brand c) develops and protects UFF’s reputation d) expand community and end user engagement / brand recognition e) establishes and maintains internal / external UFF brand ambassadors f) builds and develops successful agency relationships (creative and delivery) g) grows the UFF mainstream and digital marketing profile and key messaging h) identifies and utilises the best possible traditional and digital channels to UFF’s market and impact tools (collateral, Website, SM Channels) i) speaks back to the UFF business to ensure all staff know their role as UFF brand ambassadors 	<ul style="list-style-type: none"> • Uptake and revenue meeting, and where possible, exceeding business plan targets • UFF remains our retail customers’ most preferred fibre network provider • UFF is regarded as a high quality and innovative product and services provider • UFF’s marketing hits the target market and is known for its creative flair and purpose • Fibre remains regarded as the ultimate broadband access service • UFF is renowned locally, regionally and even nationally with positive brand association • NPS & customer sat performance outcomes • ‘UFF in the news’ with positive local/regional stories and growth profile; unavoidable adverse PR is effectively managed. • UFF’s local community profile is supported by sponsorships, associations and partnerships. • Engagement metrics and response analytics (website, SM channel activities/reach etc.) <p><i>The success criteria for these measures will come from a range of market intel, customer survey and actual business performance metrics.</i></p>

<p>Market Research & Analysis (40%)</p>	<p>Provide ongoing and evolving expert insight into UFF's market dynamics to support sales and the evolving marketing strategy:</p> <ul style="list-style-type: none"> a) Build relationships and work closely and regularly with RSPs' senior marketing counterparts to continually ensure UFF offerings and marketing strategy meet their primary needs. b) Obtain relevant market research, demographics and current trends analysis in the fibre market identifying consumer needs and desires but also access barriers and how to overcome them. c) Work with New Business Development team to enhance sales / channel strategy to continually yield intelligence improving growth approach, collateral and engagement d) Work with the Customer Experience Lead to ensure UFF's channel and end user research (survey/NPS/C-Sat) approach is valid and yielding insights for continuous improvement e) Provide measurable performance metrics for the strategic marketing initiatives f) Work with other industry strategic marketeers (LFCs, Chorus where appropriate 	<ul style="list-style-type: none"> • Market analytics (NPS, C-Sat) • Digital response metrics (reach, engagement rates) • Customer (RSP) feedback to our marketing and specific campaign activity • Brand performance/recognition/awareness tools (such as Qualtrics, MediaToolKit etc.) • Level of tangible marketing collaboration within Industry • Marketing reach and engagement metrics meet, and where possible, exceed expectation • Forecasting outcomes.
---	--	---

	<p>etc.) to compare market intel and test strategies for common goals.</p> <p>g) Contribute to the forward order forecasting, leveraging the close relationships with RSPs and (internally) with the Business Development/Channel Director.</p>	
<p>Marketing Leadership & Performance Analysis (20%)</p>	<p>Provide ongoing leadership and performance metric analysis for both the marketing strategy & marketing team:</p> <ul style="list-style-type: none"> a) Provide quantifiable performance metrics for the strategic marketing initiatives b) Continually test initiatives and campaigns for success and modification for future projects c) Provide quantifiable performance metrics for the marketing team itself (KPIs) and ensuring appropriate team contributions d) Provide expert leadership as the senior marketing figure direct to the marketing team and indirectly to the wider business (functionally through matrix relationships and for staff as UFF ambassadors) e) Own and oversee the development of the emerging web-based Digital Employee (A.I.) to propel UFF's digital image and interactions to yield order outcomes, promote brand and enhance visitor customer experience 	<ul style="list-style-type: none"> • Marketing team annual KPI and performance reviews • Market analytics (NPS, C-Sat) • Digital response campaign & collateral metrics (reach, engagement rates) • Customer (RSP) feedback to our marketing campaign activity • Web-based analytics from AI Digital Employee activity

Promote and demonstrate UFF's value of Be Safe, Be Well	<ul style="list-style-type: none"> • Promotion of good safety management practices • Participation in safety and wellness activities • Being a safety leader 	<ul style="list-style-type: none"> • UFF's health and safety policies and procedures are adhered to at all times
Promote and demonstrate a high level of customer service	<ul style="list-style-type: none"> • Engage within the business and with community / external stakeholders in a way that supports our goal of providing high level customer service, always 	<ul style="list-style-type: none"> • UFF's reputation is enhanced in the community • You are known for your excellent customer service

PERSON SPECIFICATION

QUALIFICATIONS	ESSENTIAL	<ul style="list-style-type: none"> Degree in Marketing or related field
	DESIRABLE	<ul style="list-style-type: none"> Membership of NZ Marketing Association
EXPERIENCE	ESSENTIAL	<ul style="list-style-type: none"> Senior Strategic Marketing role experience Experience developing and implementing a comprehensive strategic marketing plan Knowledge of designing branding for websites Knowledge of social media platforms Experience in Agency management Proven experience in the development of strategic market planning Knowledge of market research practices and techniques Knowledge of principles, practices and techniques of marketing strategies Experience analysing market data Proficient computer skills Budget and cost analysis experience PR and internal/external comms expertise inc. effective management of emerging situations Experience running large scale projects with cross-over departments
	DESIRABLE	<ul style="list-style-type: none"> Knowledge of the telecommunication/fibre industry Marketing project management experience
ROLE SPECIFIC COMPETENCIES	<ul style="list-style-type: none"> Ability to understand complex materials and translate them to a variety of internal and external audiences with accuracy Excellent interpersonal skills and ability to work effectively with people & teams from diverse backgrounds/differing perspectives Demonstrated commitment to high standards of work, with excellent attention to detail Able to establish trust and credibility with strong interpersonal, influencing and collaboration skills Confidentiality and integrity Strong presentation and marketing meeting facilitation skills Flexibility to manage multiple priorities in high volume and a constantly changing and dynamic market. 	

OUR VISION

Through digital inclusion, we revolutionise the way our communities work, play, learn and are entertained online.

OUR VALUES

- A** One Team – Working across teams to achieve results and what's best for the company. Communicate well towards a common vision.
- B** Think innovative – Think creatively, outside the square, come up with innovative solutions and outcomes.
- C** Be Safe, Be Well – Do what's safe for you, your team and your family. Make responsible wellbeing choices.
- D** Respect each other – Treat others as you would like to be treated.