

Customer Service and Marketing Officer

We are currently looking for an ambitious Customer Service and Marketing Officer to support the marketing and operational project efforts of our company.

The PelicanCorp beforeUdig New Zealand team has an ongoing programme of special projects to cement itself as New Zealand's only solution for the protection of utility and roading assets. This includes the rollout of new and existing products and services which require marketing and training.

As Customer Service and Marketing Officer you will report jointly to the Global Marketing Manager and NZ Country Manager, and as such the scope for professional and personal growth is immense. Located in Auckland, this is your chance to work with a professional and highly regarded provider to the damage prevention industry, aiding multiple departments across the business including marketing, operations and sales.

You will assist under the direction of the Country Manager, on new and existing projects for the rollout of new products and services which require marketing and end user training. This exciting role includes the introduction of new services never seen in the New Zealand asset protection market space where you will be required to contribute to procedures and training documentation.

The role is important and key to the smooth operation of the marketing effort across our global network with a solid mix of both B2B and B2C marketing initiatives, along with the long-term strategic growth of the company.

THE ROLE/RESPONSIBILITIES:

Marketing:

- Undertaking daily administrative tasks to ensure the functionality and coordination of marketing
- Under direction of Global Marketing Manager, coordinate and assist in the management of all events including sponsorship, logistics and collateral.
- Support wider business in organisation of marketing campaigns and promotional projects
- Generation of regular newsletters and communications to our members and customers
- Minor edits to marketing collateral as required
- Maintenance and assistance of customer database (Salesforce)
- Process company announcements, both internal and external, and communication pieces
- Assist with print work, for both marketing and operational requirements
- Action localised company social media platforms (LinkedIn and Twitter) as per global strategy, including generation of high-quality company and industry specific content

Customer Service:

- Undertaking daily administrative tasks to ensure the functionality and coordination of project based tasks
- Assist with planning and requirements for annual user group meetings
- Management of product and sales webinars for product and service information
- Administration and conducting user and member training, both digitally and in-field

- Attendance at industry trade events – acting brand champion to drive usage of service
- Assist in analysis of ROI for all projects
- Monitor and report on progress of key projects and highlight any roadblocks or other issues
- Review current processes and procedures for the deployment of projects

SKILLS & REQUIREMENTS:

- Tertiary qualification required
- At least 3+ years in a marketing or projects environment preferably within the utility sector
- Exceptional written and verbal communication skills
- Training experience with the ability to present to multiple candidates
- Excellent time management skills with demonstrated ability to assist with multiple projects
- Ability to maintain ongoing collaborative relationships with internal and external stakeholders
- Experience and knowledge of IT would be ideal but not essential
- Takes initiative as you will be working as part of a small team that regularly travels nationally and a support team based in Australia.
- A solid understanding of Online/Digital marketing including social media platforms
- Basic knowledge of Adobe Create Suite (Illustrator/Photoshop/InDesign) would be advantageous
- Demonstrated ability to prioritise projects, multi-task, attention to detail and adhere to deadlines.
- Salesforce experience an advantage
- Strong capacity for learning and development
- Some overnight regional travel required

This role reports to the Marketing Manager.