

Position description



Title Marketing Coordinator (6 month contract)	Reports to Head of Digital Marketing/Head of IK and Projects
Division Marketing	Department Marketing
Location Auckland	Last updated 30/10/2024

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Role purpose

The Marketing Coordinator will provide support across the wider marketing team and business to ensure customer-facing content needed for a large-scale technology project (EDGE) is briefed, delivered and approved in a timely fashion. They'll keep project plans up to date and be the 'glue' between key departments to deliver the outputs needed so we can keep our customers informed and excited about the changes ahead.

What you will focus on

Project Coordination

- Maintaining centralized content calendar and task list for Edge project
 - Scheduling meetings as needed
 - Keeping the Edge project team informed of progress
 - Cross-department collaboration (e.g. Corporate Comms, Design) to ensure consistent messaging across touchpoints.
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Content Creation and Delivery

- Support content creation efforts for both instore and online assets by writing briefs, collating correct specs and managing feedback from stakeholders to design team
 - Ensuring all collateral is signed off by key stakeholders and harm minimisation committee
 - Ensuring all material is delivered to the right specs, on time and provided to the relevant team(s) for both print and digital collateral
 - Manage the distribution of necessary collateral to Lotto NZ stores
 - Website content support: help update website content for key landing pages and FAQs needed for the Edge project
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Other

- Any other duties as reasonably required by your manager or other key stakeholders.
 - Ensure all company policies, procedures and guidelines are followed and adhered to.
 - Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
 - Lotto NZ's purpose is to provide safe gaming that allows New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and decision making, through adhering to all Lotto NZ responsible gaming processes and policies.
 - Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
 - Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.
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Your skills and experience

Technical skills

- Experience in using Microsoft Word, Excel and PowerPoint
 - Copywriting skills would be beneficial
 - Experience in using Content Management Systems would be beneficial
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Core skills

- Highly organized with sound administration skills
 - Strong communication skills
 - Strong attention to detail
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- Can work at pace and remain calm under pressure
 - Enthusiastic, eager to learn and a positive attitude
 - Ability to collaborate with teams as well as work independently

Experience

- 2-3 years in a comparable coordinator position preferred
- Experience co-ordination large scale physical and digital marketing or comms campaigns

Qualifications

- Marketing or Communication Diploma or Degree beneficial
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Authorities

People responsibilities:	0 people
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