



Allied Press Limited

Vision: *Allied Press will continuously enhance its position as a quality Media Group.*

Motto: *“Optima Durant” – Quality Endures*

POSITION DESCRIPTION	
Job Title	Marketing Specialist
Location	Dunedin
Tenure / Hours	Full time 40 Hours
Responsible to	Commercial Manager
Responsible for	n/a
Delegations	As per Allied Press Ltd Staff delegations policy
Position purpose	The Marketing Specialist is responsible for developing and implementing marketing plans, marketing campaigns, customer and market research where required, assist with leverage commercial sponsorships, assist with marketing sales promotions, and attend events via the marketing, sales and advertising team to ensure that readership / revenue / profit targets are achieved. The role is also responsible for the ODT Store marketing campaigns that promote products from time to time, including major trading periods.
Date	January 2025

THE ROLE OF ALLIED PRESS LTD

Allied Press Limited is a media company with interests in daily and community newspapers, websites, rental properties and commercial print operations. The company is based in Dunedin and has newspapers in Canterbury, Westland, Otago, Marlborough and Southland, video production service and printing operations in Dunedin and Greymouth.

The company is dedicated to not only providing comprehensive news and advertising coverage, but also to supporting a wide range of community projects and services.

FUNCTIONAL RELATIONSHIPS

It is a key responsibility that relationships must be developed and maintained in such a way as to bring about a positive and respectful response from those the team member liaises with.

External to Allied Press Ltd	Internal to Allied Press Ltd
<ul style="list-style-type: none"> ▪ Advertisers/customers/clients/audience 	<ul style="list-style-type: none"> ▪ Sales Managers / Regional Managers
<ul style="list-style-type: none"> ▪ Suppliers 	<ul style="list-style-type: none"> ▪ Members of the Executive Leadership Team.
<ul style="list-style-type: none"> ▪ Local / National Businesses 	<ul style="list-style-type: none"> ▪ Other Allied Press Ltd employees
	<ul style="list-style-type: none"> ▪ Editorial
	<ul style="list-style-type: none"> ▪ Creative teams

KEY RESULT AREAS

The position of Marketing Specialist encompasses the following major functions or key result areas:

- Plans, direct, or coordinate marketing programs that promote the products and services offered by Allied Press to current and potential advertising customers.
- Working as an integral member of the sales and marketing team and be an active participant and contributor to help achieve revenue growth at the Company.

The requirements in the above Key Result Areas are broadly identified below:

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
Marketing and Commercial Projects	
Ensuring Allied Press markets and promotes the best quality advertising products, publications, sector specific products, special publications and ad feature content, classified advertising promotions (all categories) or services that are relevant and engaging to the intended audience.	<ul style="list-style-type: none"> ▪ Delivers campaigns that are interesting, entertaining and informative for the intended audience. ▪ Advertising revenue is generated as a result of clear, concise and effective and marketing plans. ▪ Sales teams achieve or overachieve product targets.
Ensuring marketing activities remain focused and 'on message', whilst seeking new opportunities to market the Allied Press products, both in print and online, in line with the commercial teams' commercial objectives and revenue targets.	<ul style="list-style-type: none"> ▪ Marketing campaigns assist in the growth of revenues, business leads or sale of products ▪ Demonstrates innovation in marketing sales techniques. ▪ Campaigns are delivered on time and to budget
Identify and manage commercial risks associated with projects undertaken to mitigate significant exposure to Allied Press Ltd.	<ul style="list-style-type: none"> ▪ You comply with regulations and Allied Press standard policies. ▪ Project plans are robust and well considered. ▪ Progress against key deliverables is clearly measurable. ▪ Roadblocks and recommendations on how these may be overcome are provided to the commercial manager promptly.
Support the marketing and promotions of additional commercial projects and campaigns that enhance Allied Press media or content brands and that generate revenue in line with targets.	<ul style="list-style-type: none"> ▪ Goals and objectives are met in a timely matter. ▪ Agreed financial targets are met or exceeded. ▪ Campaigns and projects developed are considered effective, innovative and "leading edge".
Assist with leveraging Allied Press sponsorship opportunities appropriately to ensure Allied Press remains a 'good Corporate Citizen', whilst ensuring the return on the sponsorship investment is both explicit and quantified.	<ul style="list-style-type: none"> ▪ Positive, ongoing professional relationships are developed and maintained with clients ▪ Client needs are met. ▪ Our sponsorship objectives are met.
Completing monthly reports	<ul style="list-style-type: none"> ▪ Monthly reports are completed and submitted on time and to the required level of detail.
Strategy	
Actively contributing to the development and implementation of the Company's future strategic direction, providing specialist marketing advice where required.	<ul style="list-style-type: none"> ▪ You are able to provide clear recommendations and workable strategic solutions that enable the marketing team to strengthen overall business operations and performance. ▪ You able to provide factual and sound commercial judgement using internal and external market research as a basis for directing decision making.

YOU ARE ACCOUNTABLE FOR	YOU ARE SUCCESSFUL WHEN
Project Management	
Delivering on specific projects as determined by your manager.	<ul style="list-style-type: none"> ▪ Project plans are robust and well considered. ▪ Progress against key deliverables is clearly measurable. ▪ Roadblocks and recommendations on how these may be overcome are provided to the commercial manager promptly.
Motivate and Collaboration	
Collaborate and motivate your work colleagues, ensuring you are part of a high performing team that develops professionally and delivers 'best practice'.	<ul style="list-style-type: none"> ▪ You encourage the development of team members through the sharing of knowledge and experience. ▪ Colleagues understand and are motivated to achieve your collective objectives. ▪ You give regular, constructive feedback and acknowledge the efforts of others including giving praise where it is due. ▪ Change is encouraged and supported where there is evidence that services/processes may need to be enhanced. ▪ Communication is open, respectful, honest, appropriate and considerate.
Professional Development – self	
Identifying areas for personal and professional development.	<ul style="list-style-type: none"> ▪ Your training and development needs are discussed with your manager on an annual basis as part of your annual performance and development review ▪ You take personal responsibility for building professional capability.
Health, Safety and Wellbeing	
Taking all practicable steps to ensure personal safety and the safety of others while at work, in accordance with Allied Press' Health and Safety policies, procedures and systems.	<ul style="list-style-type: none"> ▪ You understand and consistently meet your obligations under Allied Press Ltd.'s Health, Safety and Wellbeing policies and procedures. ▪ You actively encourage and challenge your peers to work in a safe manner.
Other Duties	
From time to time you may be required to undertake duties in addition to those outlined but which fall within your capabilities and experience.	<ul style="list-style-type: none"> ▪ You respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness.
Looking for opportunities to improve systems, processes and work practices – both within your own areas of responsibility and the organisation as a whole.	<ul style="list-style-type: none"> ▪ You suggest new ideas and make refinements to systems, processes and work practices within your own role, and make suggestions for improvement to the organisation as a whole.

NOTE: The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between you and the commercial manager as part of the performance development process.

PERSON SPECIFICATION

This section is designed to capture the expertise required for the role at the 100% fully effective level. (This does not necessarily reflect what the current job holder has). This may be a combination of knowledge / experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> ▪ Full NZ driver's licence. ▪ A tertiary degree in marketing, communications, or business. 	<ul style="list-style-type: none"> ▪ A formal qualification in marketing/leadership/management or work towards same.
Knowledge, Skills and Experience	<ul style="list-style-type: none"> ▪ A minimum of 3 years' experience working in a marketing or similar role. ▪ Knowledge of principles and methods for marketing, promoting, and selling products or services. This includes marketing, planning strategy and tactics, product marketing, sales techniques, and sales control systems. ▪ Demonstrated understanding of online marketing, including social media and marketing across varying digital platforms ▪ Solid computer skills, including MS Office, marketing software (Adobe Creative Suite and CRM), and related applications. 	<ul style="list-style-type: none"> ▪ An understanding of the media industry.
Personal Qualities	<ul style="list-style-type: none"> ▪ Strong relationship skills – ability to build and nurture important relationships both internally and external to the organisation. ▪ Ability to remain focused on the critical actions in a strongly deadline driven, change oriented industry. ▪ Forward thinking and change ready – able to think beyond the current brief in order to strengthen the business. ▪ A high level of personal drive, initiative and judgment. ▪ Strongly collaborative style. ▪ A high degree of tact and diplomacy. ▪ Sound judgement in decision-making. 	

CHANGES TO POSITION DESCRIPTION

From time to time, it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for your annual performance review.

Acknowledged / Accepted:

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Employee

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Date

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Manager

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Date