

## Position Description

Job Title:	Digital Marketing Executive
Location:	Head Office, Lower Hutt - can be flexible
Reporting To:	Head of Sales & Marketing
Direct Reports:	0
Date:	November 2021

## Purpose

Our Digital Marketing Executive plans and executes PaySauce's online marketing strategy, including market research and targeting, social media outreach, search engine optimization, newsletters and direct campaigns, lead generation, brand building, and conversion.

## Organisation Structure



## Our Mission

“ PaySauce is a straight-up innovator of fresh solutions for people at work. ”

## Job Description Activities

## KPIs

### Activities

- Manage and update social media channels;
- Measure the performance of campaigns through web analytics tools ;
- Oversee email marketing campaigns;
- Monitor and manage AdWords campaigns if required;
- Produce the copy, content, imagery and merchandise for all digital marketing assets;
- Seek appropriate opportunities to enter PaySauce in local, national and global business awards where these will generate exposure and credibility, and craft entries for these that support overall messaging and branding;
- Support joint campaigns with key partners such as Xero, Figured, DWN, Federated Farmers etc;
- Deliver the NPS process
- Monitor marketing automation, making recommendations to ensure an exceptional customer experience for each customer
- Create interesting, shareable content that improves SEO results and drives users to our website or media channels
- Manage the list of approved merchandise
- Create and maintain internal comms, including checklists, toolkits, calendars, policies and guidelines

### Marketing KPIs

- A marketing delivery programme to deliver the marketing objectives
- All marketing activity returns a positive ROI.
- Continued growth in brand awareness

### Health & Safety

- Report all hazards or unsafe situations, including while driving
- Report all accidents/incidents including near misses
- Work safely and use all protective equipment if appropriate
- Use common sense in H & S situations.
- Inform a manager if you require anything to conduct your duties safely.

### Health & Safety KPIs

- All hazards and unsafe conditions are reported and any possible improvements to H&S implemented

### Other Duties

- Respect and maintain the necessary level of confidentiality demanded of a company listed on the New Zealand Stock Exchange
- Carry out other reasonable duties as requested.
- General admin tasks will be required
- Abide by the Policies, Procedures and Values of PaySauce
- Assist with any other duties as required by any team in PaySauce

### Other Duties KPIs

- Exceptional level of professionalism maintained at all times
- One team approach to deliver the best outcome for PaySauce overall

## Experience & Qualifications

The ideal candidate will have experience with :

- Marketing automation
- Social Media - we currently use Facebook, Instagram and LinkedIn
- SEO
- Google Analytics
- SaaS businesses

We'd also love it (but it's not critical) if you knew

- Salesforce
  - How to write marketing briefs
  - Copywriting
  - Funnel management
  - Google Ads
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- Full NZ drivers licence
  - A tertiary qualification, ideally in Commerce or Marketing

## Key Competencies

- Extensive knowledge of marketing and technology best practices
- Excellent oral & written communication skills
- Well developed interpersonal skills and the ability to get on with people of all backgrounds
- Active interest in staying up-to-date with trends in social media.
- Commercial acumen
- Strong work ethic & reliability
- Curious
- Listening skills
- Customer Focused
- Team player
- Self-motivated & proactive
- Initiative, drive & action oriented
- Comfortable in an ever changing, fast growth company
- Ability to travel throughout NZ unaccompanied

## Our Values



### **Do good and be honest**

We act ethically and never knowingly cause harm. We lend a hand and we give a dang. We're honest, fair and we prioritise people. We strive for transparency - we're up-front about what we do. We've earned trust and confidence because we really know our stuff, but at the same time we hold ourselves accountable, own our mistakes and then learn from them.



### **Respect and include**

We make technology but our biggest focus is on people. We value everyone's ideas and input and we treat everyone right. We think difference and variety are pretty cool, and we won't stand for bullying, discrimination or narrow-mindedness. We listen to our partners, customers, team and stakeholders and we make sure our decisions drive the outcomes that they need.



### **Fun and fresh**

We're a wee bit quirky and we go our own way. We keep each other humble and we call it like we see it. We're always professional, but we're down-to-earth and we're good company. We're serious about what we do - but we don't take ourselves too seriously.



### **Simple and smart**

We work really hard to make tricky stuff easy, and we proactively solve real problems. We're always improving and innovating, and we're never "finished" - we can always do more and get better. We're curious, driven and dedicated, looking for the simplest answers to the trickiest questions. We love to be pioneering and bold, but we never over-complicate anything or fix what's not broken.



### **Resourceful and results-oriented**

We're ambitious but grounded, and our decisions are shrewd and data-driven. We're motivated by success and we're always working to create the returns to fuel a healthy, sustainable business. We strategically prioritise tasks and tactics in order to regularly deliver outcomes, because we know that what gets produced is more important than what gets planned. We're adaptive, agile and unafraid to take a calculated risk, while always arming ourselves with the best information available.