Marketing Executive - Mānawa Bay

March 2025

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| Reporting Relationship and Location |
| **Reports to:** | Marketing Manager – Mānawa Bay |
| **Team I Business Unit:** | Mānawa Bay I Retail |
| Purpose |
| Assist and support the Marketing Manager – Mānawa Bay to deliver tactical marketing campaigns that achieve agreed business objectives. Current objectives include maximising sales and customer visitation to the centre. This role will directly assist with digital marketing support, coordination of events and promotions and maintaining retailer relationships to ensure the Centre is promoted and marketed sustainably to the highest industry standard and best practice. |
| **Key Accountabilities** |
| **Marketing** | * Understand the marketing strategies for the Centre and wider business, ensuring all marketing activities and communications align with business objectives
* Support the Marketing Manager in delivering a 12-month marketing activity plan, ensuring all campaigns, events, and activations are executed seamlessly.
	+ Manage campaigns from ideation to execution, including reporting, budgeting, and timeline management.
	+ Align marketing initiatives to maximise foot traffic and drive sales through the centre.
	+ Coordinate marketing events and activities, ensuring contractors comply with Health & Safety requirements.
	+ Deliver internal comms to ensure all key stakeholders are across marketing and centre activities to ensure minimal impact on the Auckland Airport ecosystem.
	+ Conduct campaign reporting and performance analysis.
* Plan, schedule, manage, and create high-quality marketing content for the website, social media, in-centre displays, and other digital channels in alignment with marketing strategies.
	+ Prepare and schedule a structured monthly content calendar aligning with marketing strategies and Auckland Airport messaging.
	+ Develop and execute engaging content for digital and print marketing, including social media posts, email newsletter, in-centre digital screens and website, monitoring engagement and analytics.
	+ Create and manage email campaigns.
	+ Ensure the website and relevant digital platforms are updated with the latest and correct information in a timely manner.
	+ Ensure high-quality content aligns with brand identity and business objectives, ensuring social activities align with the wider Auckland Airport portfolio as required.
	+ Respond to customer enquiries received via social media in a timely manner, including outside of office hours as needed.
* Work effectively with agencies and external suppliers to deliver quality creative assets and services on time and within budget.
* Liaise with retailers to coordinate digital content for use across our platforms.
* Ensure both Centre and retailer signage is current and professionally produced
* Adhere to brand identity and guidelines, ensuring alignment with business objectives and the wider Auckland Airport asset portfolio.
* Develop an understanding of the centre’s sustainability targets and assist the Marketing Manager in identifying opportunities to integrate sustainability messaging into marketing activities.
* Work with relevant Auckland Airport ‘head office’ and shared services team members (legal, marketing etc) for governance and to ensure sure Mānawa Bay activities compliments the overall airport portfolio.
* Available after-hours to assist with emergencies/urgent matters as directed by the Centre Manager or Marketing Manager
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| **Customer Service** | * Provide operational support to the Customer Service team with lunch break cover throughout the week.
* Assist with customer queries and/or complaints to ensure they responded to within a timely manner.
* Ensure the Customer Service and wider team are briefed on all marketing activities and centre updates.
* Assist with record keeping of customer and retailer feedback, relaying insights to the business and implementing changes where appropriate.
* Ensure retailer contacts are always to up to date in the centre database.
* Maintain a thorough understanding of customer service and centre processes.
* Act as a point of contact for Customer Service team enquiries as needed.
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| **Research**  | * Actively conduct market research to:
	+ Gain insights into customer needs using data analysis, listening tools, and market research.
	+ Monitor competitor activity to ensure marketing strategies remain cutting-edge and relevant.
* Assist with identifying under-performing retailers and work with the Marketing Manager to offer Marketing assistance if required
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| **Stakeholder Engagement** | * Build and maintain strong stakeholder relationships across retailers, local authorities and communities, having regard to Mānawa Bay and the wider airport portfolio.
* Assist the Marketing Manager to create and maintain a profile in relevant communities and with relevant media.
* Engage and manage relationships across retailers, local authorities, relevant community groups and other key stakeholders that maximise the outcomes.
* Work with relevant Auckland Airport ‘head office’ and shared services team members (legal, marketing, corporate affairs etc) for governance and to ensure sure Mānawa Bay activities compliment the overall airport portfolio.
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| **Financial** | * Assist in preparing and managing the annual centre Marketing promotional fund, involving tasks such as sourcing quotes, creating purchase orders and processing invoices.
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| **Administration** | * Assist with preparation of monthly and quarterly reports.
* Assist with preparation for retailer meetings.
* Other ad hoc duties within the centre as required.
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| **Health, Safety and** **Wellbeing**  | * Role model Auckland Airport’s commitment to “People First” Health, Safety & Wellbeing approach.
* Lead by example, demonstrating and communicating visibly safe work.
* Ensure all incidents are reported and investigated in a timely manner to enable continuous learning and improvement.
* Consult, engage and communicate within your team and to others, to manage and improve Health, Safety and Wellbeing.
* Understand and communicate the health, safety and wellbeing risks and controls across all the work your team carry out and maintain high levels of risk awareness within your team.
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| **Financial Responsibilities and Authorities**  |
| **Financial Authority**  |
| * Not accountable for expenditure budget. No authority to commit routine expenditure or capital expenditure without reference to people leader.
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| **Structure Chart** |
| *Note: Final organisational structure is subject to change based on the full centre management structure- may vary during stages of development.* |
| **Key Challenges** |
| * Mānawa Bay is a new asset and requires strategic thinking from the ground up
* Challenges but exciting opportunities to take an asset from development phase and transition to opening and ongoing management of the in-life operations and asset management.

*N.B. Work hours and role requirements will be across the access and trading hours of the centre 7 days a week. Some weekend work may be required as standard for this kind of role.*  |
| **Key Relationships** |
| Internal | Purpose of contact with this person/s |
| * Airport Retail team (Marketing & Communications)
* Corporate Affairs
* Digital
* Sustainability
 | * Guidance for aligning Mānawa Bay brand guidelines with the wider AIAL portfolio
* To escalate urgent/critical affairs
* Guidance for centre digital/tech requirements
* Ensuring Mānawa Bay sustainability initiatives align with the wider AIAL strategy
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| External | Purpose of contact with this person/s |
| * Mānawa Bay Retailers
* Customers
* External agencies/suppliers
* Contractors
* Casual Promotional Staff
* Community groups
 | * Sourcing digital content and marketing needs
* Assisting with customer service
* Briefing creative & content for campaigns and marketing materials
* Assisting centre team with contractor needs
* Briefing & managing staff for events
* Collaborating on community initiatives
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| **Person Specification** |
| **Qualifications (or equivalent level of learning)** |
| Essential | Desirable |
| * Degree or diploma qualification in commerce or business, majoring in marketing or communications
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| **Knowledge / Experience** |
| Essential | Desirable |
| * Minimum 2 years’ experience in marketing.
* Experience with social media content creation, management and analytic tools.
* Basic knowledge of email marketing.
* Strong skills in content writing and storytelling with excellent attention to detail and grammar.
* Energetic and flexible individual who is accustomed to working in a fast-paced environment and has proven capacity to perform in a deadline driven environment.
* Experience executing marketing events and activations.
* Strong organisational and time management skills, including management of multiple projects.
* Exposure to brand management.
* A proactive and creative mindset with a passion for marketing and branding.
 | * Experience in the retail property market (shopping centres) would be advantageous
* 3 – 5 years previous experience in a marketing assistant/executive role.
* Proven experience briefing agencies.
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| **Key Skills / Attributes / Job Specific Competencies** |
| **Level** | **Skill / Attribute / Competency** |
| AdvancedAdvancedWorking KnowledgeAdvancedDeveloping | MS Office (Word, Excel, Powerpoint)Adobe Suite (Photoshop)Finance systems (Coupa)Back end of website & digital platforms (LinkedIn, Meta, Business Suite, Canva, Capcut, Google Business, Anchora)Commercial Acumen |
| **Changes to Position Description** |
| From time to time it may be necessary to consider changes in the position description in response to the changing nature of Auckland Airport’s work environment, including technological requirements or statutory changes. This position description may be reviewed as part of the preparation for performance planning for the annual performance cycle, or as required. |
| **Sign-Off** |
| **Job-Holder**  | **People Leader**  |
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