

POSITION DESCRIPTION

Job Title: Marketing and Events Coordinator

Department: Marketing and Communications

Location: Seeka 360

Reports to: Marketing and Communications Manager

PURPOSE OF POSITION

The Marketing and Events Coordinator is responsible for coordinating and delivering marketing initiatives across Seeka and its consumer brands, including Kiwi Crush™ and LUVU™. The role supports internal and external communications, digital marketing campaigns, brand promotion and events while ensuring consistency with brand standards.

Working closely with the Marketing & Communications Manager, this position will proactively identify marketing opportunities, coordinate campaign delivery, analyse performance metrics and provide recommendations to support brand growth, customer engagement and product sales. The role requires a practical, hands-on marketer who takes ownership of projects, drives initiatives forward and contributes ideas to improve marketing effectiveness and commercial outcomes.

FUNCTIONAL RELATIONSHIPS

Internal

GM New Business and Marketing
Marketing & Communications Manager
Grower Services Unit
Technical Team

External

- Growers and customers
- Digital platforms and media partners
- Creative, digital and media agencies
- Suppliers and contractors

RESOURCE MANAGEMENT

Financial Authorities

Nil

Staff Authorities

Nil

KEY RESPONSIBILITIES

FOUNDED ON RELATIONSHIPS

- Assist the Marketing & Communications Manager with the implementation of Seeka's marketing and communications strategy and special projects, while coordinating the day-to-day marketing activities for Kiwi Crush™ and LUVU™.
- Proactively identify opportunities, develop practical campaign ideas and recommendations, and present them to the Marketing & Communications Manager for approval.
- Coordinate agencies, media partners and suppliers, including briefs, timelines, budgets, approvals and delivery.

MEASURES

- Campaign plans are aligned with agreed commercial and brand priorities.
- Stakeholders, agencies and suppliers receive clear briefs, deadlines and feedback.
- Projects are delivered accurately, on time and within approved budgets.

• Support Seeka corporate marketing, grower communications, events and related administration as required.	
QUALITY OBSESSION • Plan, build, launch and optimise paid digital campaigns across Meta Ads Manager, Google Adwords, YouTube, LinkedIn and other relevant channels. • Manage media buying activity, including audience selection, channel mix, placement, budget allocation, scheduling and campaign pacing. • Maintain website, ecommerce, social media and campaign content, applying sound SEO and conversion principles. • Develop, test and refine campaign creative, copy, landing pages, calls to action and audience segments. • Coordinate accurate and timely grower communications, reports, marketing materials and events.	MEASURES • Campaigns are accurate, brand-aligned and launched to agreed specifications and timeframes. • Budgets are actively monitored and spend remains within approval. • Testing and optimisation actions are documented and applied to improve performance. • Digital content remains current, relevant and fit for purpose.
INSPIRATIONAL PEOPLE • Explain digital campaign performance and customer behaviour in clear, practical terms for non-specialist stakeholders. • Support access, content and training for stakeholder tools such as the Grower App, Grower Website and the Grower Portal. • Share digital marketing knowledge and encourage effective use of data across the marketing team.	MEASURES • Stakeholders receive clear reporting, insights and recommended actions. • Users are supported to use required stakeholder tools. • Digital learnings are captured and applied to future activity.
GROWING FUTURES • Use analytics and platform data to measure the customer journey from reach and engagement through to leads, conversion, revenue and repeat purchase where data is available. • Report relevant metrics such as reach, click-through rate, cost per click, cost per acquisition, conversion rate, return on ad spend and revenue. • Identify opportunities to improve product sales through audience targeting, remarketing, channel mix, creative testing, landing-page optimisation and budget reallocation. • Ensure campaigns and marketing materials consider sustainability and long-term brand value.	MEASURES • Reporting is accurate, timely and linked to agreed objectives. • Recommendations are evidence-based and clearly prioritised. • Digital activity demonstrates ongoing improvement in agreed commercial and marketing measures. • Marketing investment can be explained against campaign outcomes.
INDEPENDENTLY INGENIOUS • Own campaign delivery from brief through execution, reporting and post-campaign review.	MEASURES • Campaign issues and opportunities are identified early and acted on.

• Proactively identify underperformance, tracking gaps and opportunities, and recommend corrective action. • Prepare and deliver newsletters, invitations, social content and other in-house publications. • Keep current with platform, privacy, attribution and digital advertising changes relevant to the role.	• Communications are accurate, proofread, professional, engaging, timely and consistent with brand standards. • Post-campaign reviews record results, learnings and next steps.
SAFETY ALWAYS • Maintain a safe working environment and practices for all parties within the guidelines of the Health and Safety policies • Actively comply with all Seeka policy, procedure and requirements • Take personal responsibility for own safety, and for the safety of others	MEASURES • Seeka policy is followed, all incidents, hazards and near misses are reported in line with Seeka requirements

The above Key Responsibilities are provided as a guide only. You are expected in your role to undertake any and all reasonable and lawful instructions and / or delegated tasks given by your manager, or someone in a position authorised to give such instruction. Due to the nature of our business work requirements may extend out of hours.

PERSON SPECIFICATION	
Essential	Desirable
QUALIFICATIONS & EXPERIENCE • A tertiary qualification in marketing, digital marketing, communications, commerce or a related discipline, or equivalent practical experience. • At least three years' hands-on experience planning, executing and optimising digital marketing campaigns with measurable commercial outcomes. • Demonstrated experience using Meta Ads Manager and Google AdWords, including campaign setup, audience targeting, budget management, testing and optimisation. • Experience with media planning and buying across paid social, paid search, display, video and other relevant channels.	DESIRABLE • Google Ads, Google Analytics or Meta certification. • Experience with ecommerce platforms, product feeds, CRM, email automation or marketing automation. • Experience briefing creative work and evaluating campaign assets against performance. • Experience in horticulture, food, FMCG, retail or another product-led environment. • Knowledge of SEO, privacy requirements, consent management and digital accessibility.

• Strong working knowledge of digital marketing metrics, attribution and performance analysis, including conversion rate, cost per acquisition and return on ad spend. • Experience using analytics, reporting. • Experience improving ecommerce or product sales through digital campaigns, remarketing, landing-page optimisation and conversion testing. • Experience managing organic social media across META and LinkedIn, and maintaining website content. • Experience coordinating events, suppliers and multiple workstreams.	
SKILLS, KNOWLEDGE & ATTRIBUTES • Strategic and commercially minded: able to connect audience insight, channel decisions and campaign activity to product sales and broader business objectives. • Analytical: confident interpreting digital data, identifying trends and explaining what the results mean, why performance changed and what action should follow. • Digital platform capability: confident working directly in Meta Ads Manager, Google Ads and analytics/reporting tools rather than relying solely on agencies. • Campaign management: able to develop clear objectives, audiences, channel plans, budgets, testing approaches, measures and post-campaign reviews. • Commercial judgement: able to balance brand, customer experience, cost, risk and return when recommending marketing investment. • Excellent attention to detail and strong written, grammatical and proofreading skills using New Zealand/British English. • Strong verbal and interpersonal skills, with the ability to communicate clearly with senior managers, colleagues, growers, customers, agencies and suppliers. • Proactive, organised and self-directed: identifies what needs to be done, offers help, prioritises competing work and takes ownership from idea through to completion without waiting for detailed instruction. • Collaborative and practical: works effectively with others and turns insights into clear, achievable actions. • Microsoft Office Suite: intermediate or above.	

From time to time, it may be necessary to consider changes in the job description in response to the changing nature of the work environment; including but not limited to technological requirements or statutory changes. Such change may be initiated as necessary by the manager of this position. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle.

SIGNED IN AGREEMENT	
By signing this document, I have read, and agree to the requirements of the role as outlined in the position description above.	
Date: Signed in agreement by the employee	Date: Signed on behalf of Seeka Ltd