



Content Specialist

Specifics

Reporting to
Brand Lead

Practice/ Team
Brand Enabling Team

Business Service
Brand & Experience

Date
October 2024



Welcome

We're committed to making energy cleaner and cheaper for Aotearoa New Zealand.

Our Retail structure is made up of a network of empowered teams, united by a shared purpose and clear goals, equipped with the skills and capabilities to deliver value to customers end to end.

The way we work is just as important as the work itself. Alongside our Meridian Values, we are guided by three key behaviour shifts: 'Make people awesome', 'Set your compass on customers' and 'Progress over perfection'.

Responsibilities

In addition to the Squad Member profile attached:

- Create and deploy targeted customer acquisition and engagement content that aligns to Value Stream priorities and enhances the desirability of our brands
Serve as a creative bridge between squads within a Value Stream, joining dots to ensure a consistent brand and commercial approach whilst proactively driving efficiencies
- Ensure the ongoing optimisation of content for channels and platforms including eDM build, send and enhancements as well CMS loading and tagging
- Ensure integrity and creative evolution of our brands and drive new and engaging ways to cut-through with defined audiences
- Consistently bring new and emerging content approaches to life for the business and our customers and we learn through delivery

Role Purpose

In addition to the Squad member profile attached:

Build, manage and deploy engaging content across a range of formats designed to enhance our visibility to, and engagement with, specific audiences in support of Value Stream growth

Skills and Experience

In addition to Squad Member profile attached:

- Applied experience with various Content Management Systems, Email Marketing and creative tools with a willingness to learn new digital approaches to content creation.
- Proven capability in the creation of engaging copy, design and editing
- Deep understanding of brand and performance content and demonstrated examples of balancing the art and science of content creation
- A team player, who is comfortable collaborating and working cross-functionally to deliver outcomes, but can also work independently





Squad Member / Enabling Team Member

As a Squad Member, I am

- A team-player, responsible for delivering items on the backlog and for the delivery of the squad overall
- Curious and innovative and passionate about customer experience and value
- Empowered to be autonomous within clearly defined guardrails
- Adaptable and flexible to changes in priorities

And, I am not

- Building a hierarchy within the squad based on craft
- Deciding on prioritised backlogs
- Rejecting proposed solutions without offering alternatives
- Avoiding giving feedback
- Limiting my responsibilities to personal tasks only

Role Purpose

A team player and specialist in your craft, jointly responsible for the delivery of your squad's purpose and goals aligned to the objectives of the Value Stream.

You are also a member of an Enabling team in your field of expertise (craft) where you'll hone your skills through regular craft-time.

Structure

In the Value Streams people are organised into fully-dedicated, cross-functional squads, where we can collaborate, iterate and innovate faster and are empowered to make the decisions that will deliver on our purpose.

There are multiple squads within our Home and Business Value Streams.

Skills and Mindsets

Individual skills

- Passionate about your craft, delivering at the top of your game and learning everyday
- Strong communication and collaboration skills, able to challenge respectfully
- Effective stakeholder engagement

Mindset

- Open to new ideas and valuing every voice, with a desire to develop ideas together in a collaborative way
- Ability to create an atmosphere of trust, inclusion, curiosity and continuous learning
- Willing to learn and work outside of your area of expertise where required

Key Responsibilities

Set your compass on customers

- Responsible for the achievement of squad goals and the delivery of quality outputs
- Build to learn with a 'small, simple, now' approach, gathering real time feedback from customers and stakeholders to enhance products and solve problems
- Develop working products that meet the 'definition of done'
- Collaborate with Value Owners and your squad to resolve impediments
- Participate in squad and Practice events and assist in defining work practices, standards and frameworks that enable quality outputs

Teamwork - Make people awesome

- Foster a growth mindset, encouraging your squad-mates to embrace challenges, persist through setbacks and treat every experience as an opportunity to learn
- Muck-in to assist the squad in whatever way is required
- Share learnings and support the upskilling of others

