



Go to Market Manager

Specifics

Reporting to

Go to Market Practice Lead

Practice/ Team

Go to Market Practice

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:

- Drive the day-to-day GTM delivery for a squad
- Utilise strong commercial nous overlaid with a performance mindset to drive and manage marketing activity related to squad goals
- Manage and enhance the full GTM mix including but not limited to: digital performance across multiple channel and media, product consideration and conversion layers, comms delivery and optimisation, customer and audience engagement
- Ensure that we maintain a depth of branded thought to evolve our brands to be the most distinctive and desirable in market

Role Purpose

In addition to the Squad member profile attached:

Be an expert GTM voice as you collaborate with cross-functional squad members to innovate and deliver on prioritised end-to-end experience outcomes in multi-brand environments.

Skills and Experience

In addition to Squad Member profile attached:

- Experience in effective engagement and acquisition of customers in new propositions and technology
- Commercial nous with demonstrated ability to manage trade-offs across multiple teams, segments, channels and brands
- Ability to interrogate and interpret data to identify opportunities and track performance of audience engagement and propositions
- Experience working and communicating with stakeholders as well as cross functional teams or equivalent
- Applied experience in a highly digitised and competitive product or experience landscape





Squad Member / Practice 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 a Practice, Hub or Enabling team in your field of expertise (craft) where you'll hone your skills through regular Practice-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

