



Media Manager

Specifics

Reporting to
Brand Lead

Practice/ Team
Brand Enablement

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'.

Role Purpose

In addition to the Enabling Team Member profile attached:

Ensure we adopt and collectively deliver to a commercially robust and creative multi-brand media strategy, exceeding commercial and consumer metrics and having a clear contribution to business objectives

Responsibilities

In addition to the Enabling Team Member profile attached:

- Develop, execute and optimise comprehensive, data-driven media strategies and plans for launches and brand campaigns
- Serve as a key media owner for campaigns aligning and engaging with cross-functional teams to set strategy, define attribution, measurement and drive enhancement
- Develop and refine full-funnel media performance to uncover insights and opportunities that can enhance growth and effectiveness
- Proactively work to enhance media agency and media owner relationships, improving investments and performance
- Collaborate with the wider business to ensure seamless campaign implementation and integration
- Build, enhance and adapt media guidelines, best practices, and insights to drive efficiency, accuracy and consistency across all squads

Skills and Experience

In addition to the Enabling Team Member profile attached:

- Deep expertise in full media landscape, attribution and econometrics and demonstrated ability to drive the application of insights and opportunities across a business
- Experience in digital marketing, technology, media planning and analytics acquired in-house or with a media agency
- Proven track record in managing large budgets and achieving strong, measurable results
- Strong analytical skills with proficiency in media analytics
- Excellent communication skills and the ability to influence and collaborate effectively
- Ability to thrive in a fast-paced environment and manage multiple projects simultaneously
- Experience influencing and leading cross-functional groups including senior leaders
- Excellent communication, presentation and interpersonal skills



Enabling Team Member

As a member of an Enabling Team, I am

- A subject matter expert within my area of expertise with a deep understanding of my functional area/craft
- Focused on supporting and empowering Squads, Value Streams and other Enabling teams with specialist advice and support
- Curious and innovative and passionate about customer experience and value

And, I am not

- A solitary specialist working independently without engaging with other teams or the wider business context.

Role Purpose

Provide critical enabling capabilities to make Squads and other teams more efficient, faster and independent

Support Value Streams and Business Services by providing specialist advice, knowledge, and skills development

Structure

Enabling Teams deliver work which allows other areas of the business to deliver on their goals, objectives and KPIs.

Enabling Teams will also have their own goals, KPIs and quarterly plans.

Enabling team members may be allocated to a squad to help provide specific inputs or services

Skills and Mindsets

Subject Matter Expertise

- Deep understanding of the specific functional area or craft
- Ability to translate complex technical concepts into practical solutions

Individual skills

- Excellent communication and collaboration abilities
- Adaptability and problem-solving skills in dynamic environments

Mindset

- Growth-oriented, with a focus on continuous improvement and learning
- Empowering and supportive, fostering independence and efficiency in teams
- Customer-centric, with a commitment to delivering value and aligning with business goals
- Thought leadership mindset, staying ahead of trends and driving innovation within the area of expertise.

Key Responsibilities

Deliver quality outputs

- Adhere to frameworks and guidelines to deliver with consistency and to set standards
- Maintain toolkits and frameworks for the business to use
- Challenge to continuously improve the quality and speed of output delivery
- Support achievement of enabling team goals and KPIs

Teamwork – Make people awesome

- Foster a growth mindset, encouraging your team-mates to embrace challenges, persist through setbacks and treat every experience as an opportunity to learn
- Be a valuable & contributing member of relevant teams
- Support teams to build knowledge and capabilities to become independent and empowered

