

# VetNZ Ltd

## Position Description

### Head of Marketing & Engagement

**Location:** Southland, New Zealand

**Reports to:** Group Chief Executive Officer

**Functional Relationships:** Direct Reports:

- Marketing team

Internal:

- Director Clinical Strategy
- Director of Strategic Investments
- Head of Client Services
- Chief Financial Officer
- Head of Information Services
- Manager Product & Pricing
- Product & Pricing Committee

External

- Media
- Marketing and Research Agencies
- Strategic Relationships (Iwi, Council, Farming groups, Relevant regional and national organisations)

#### **Purpose of the Position**

The Head of Marketing & Engagement will hold overall responsibility for providing the CEO and SLT with direction and support to develop and execute on the strategic brand management and marketing goals and priorities of the Group necessary to support its business plans.

This will be achieved by:

- Working with the CEO and Senior Leadership Team (SLT) to help develop the Group's strategic priorities and opportunities in New Zealand and Australia.
- Playing a key role at the Group SLT committee and in supporting the CEO at Board of Director level.
- Leading & developing a highly skilled Marketing & Engagement team, setting clear accountabilities and goals, to assist the CEO and SLT to successfully implement the Group's strategic goals.

## **Specific Responsibilities**

### **Brand Management**

- Establish sound understanding and feedback with the clients of each of VetNZ's veterinary businesses to establish a clear understanding of their respective perceptions of our brands across each of our trading centres.
- Through effective use of our Here for Good purpose, and other brand management techniques, demonstrate an increased level of client connection and client loyalty to our brand, in order to ensure consistent client satisfaction in all aspects of our services.
- Develop Here for Good in all iterations of the VetNZs brands, in a way that is positive and meaningful to clients, and increases their level of emotional engagement with the business.
- Understand the key factors affecting brand loyalty in each segment of the veterinary market, and adjust, as necessary, the way in which the brand is presented to current and potential clients, in order to continue to build brand loyalty.
- Ensure that staff are educated on the relevance and impact of brand, what it stands for, and the consistent behaviours and interactions with clients that are required, to ensure that commitment to our brand grows over time.
- Set critical data points and measures, including measures of brand advocacy and reputation, sales performance, which demonstrate the effectiveness of brand management activities.
- Advise the CEO and SLT of appropriate activities and steps required to ensure that brand loyalty grows over time.

### ***Outputs/Expected Results***

- VetNZ's brand management strategy is clearly communicated to and understood by the business, the SLT, the Shareholders and the Board of Directors in support of the CEO.
- Brand reputation increases over time in line with the VetNZ's key strategic goals.

### **Communications, Public Relations and Engagement**

- Through established connections with local media and other key strategic relationships, build a programme of communications which talks to our purpose and activities, and which effectively promotes the business to the wider community.
- On matters of regional and national significance, ensure VetNZ is well represented in any public forums for discussion, including print, radio, social, digital and television media, as appropriate.
- Manage the release of relevant newsletters to the clients of VetNZ's trading companies, ensuring all content reflects both local people and issues, and is appropriate for the local environment in which each business operates.
- Support colleagues on the SLT to assist with content creation and dissemination of key internal communications.
- Support and engage with members of the clinical teams to formulate PR content that is of relevance to our clients and wider audiences.
- Manage website and social media content in a strategically tactical way, that optimises exposure for the business, in particular, at key events where the SLT have a platform and opportunity to be a significant influencer in the community.

- Ensure that internal communications mechanisms are in place so staff and clinics are well informed and able to understand the wider workings of VetNZ.

#### ***Outputs/Expected Results***

- Brand reputation increases over time in line with the VetNZ's key strategic goals.
- Employees and clients have a consistent and positive experience of all communications with VetNZ brands and values

#### **Client Propositions and Experience**

- Analyse and forecast sales trends and combine with a deep knowledge of client needs and preferences within local markets, to identify potential future sales and areas of proposed business expansion.
- In conjunction with the Director Clinical Strategy, Head of Client Services and Manager Product & Pricing, evaluate the business's various animal health programmes and product promotions, to establish their effectiveness.
- In conjunction with the Director Clinical Strategy and Head of Client Services and Manager Product and Pricing, evolve and develop our animal health programme offerings, in order to remain relevant for clients in light of changing buying patterns.
- Support senior clinical staff to develop new farm & client propositions which successfully grows the client base in all of VetNZ's trading centres.
- Work with Head of Client Services and their Retail and Customer services teams to develop store layout and merchandising plans for each of VetNZ's trading premises which supports a positive client experience whilst they are in the retail store area.
- Work with the Head of Client Services to train and develop staff, in sales and customer service skills, which optimise the client experience of each VetNZ brand in clinic.
- Website development and management. Oversees and drives creative and engaging social media
- Designs the full client experience to be implemented by SLT, including store layout, in-store service, telephone service, on-farm, farm programmes, clinical service and after-care service.
- Defines the full client propositions and positioning to be implemented by SLT, including promotions, packaging, programmes and processes. And supports the Product and Pricing committee and Manager of Product and Pricing to define product and pricing propositions.

#### ***Outputs/Expected Results***

- Clients and employees have a consistent experience of all propositions that align to VetNZ values and brand expectations
- Positive NPS and brand reputation that drive repeat business

#### **Product Promotions**

- Work closely with the Manager Products and Pricing and the Product & Pricing Committee to understand and then implement critical opportunities for product promotion and respective pricing, throughout the year

- In conjunction with supplier promotions agreeable by the Product and Pricing committee, develop VetNZ promotions and campaigns to optimise product sales in a manner that is congruent with Here for Good, and resonates with frontline staff, both clinical & retail.
- Provide a monthly report to the SLT on sales performance, promotional results and other marketing activities, including any deviations from forecast and recommendations.

#### ***Outputs/Expected Results***

- Product revenue meet expected budget
- Clients experience of product and pricing meet or exceed expectations

#### **Client Research including NPS**

- Develop a programme for conducting regular forms of client research to establish insight into client preferences, activities and decision making.
- Understand the critical drivers to increase our Net Promoter Score within each of the VetNZ businesses.
- Educate all staff within the business as to the steps they can take to improve the client experience and increase our Net Promoter score.
- Where changes have been made to the way we do business based on client research, communicate the changes and the reasons why, to our clients.

#### ***Outputs/Expected Results***

- Increasing NPS to +50 and maintaining across all key client segments

#### **Event Management & Sponsorships**

- Works with SLT to develop an organisational Sponsorship and Events programme that aligns with VetNZ purpose including Here for Good; ensuring that VetNZ sponsorship properties are unique, fully leveraged and aligned to VetNZ values.
- Play a lead role in organising all business events, including client and staff events, ensuring that these are designed with a specific purpose in mind, be that educational, social or promotional.
- Play a support role to staff attending client and prospective client events, to ensure their attendance is a positive experience, and that they are clear about how best to support the business through being there.
- Manage the VetNZ sponsorship budget and identify one or two key sponsorships per year that achieve high impact within the community and are consistent with Here for Good messaging. Balance the remainder of the budget to ensure that a balance is struck between key sponsorships and smaller local causes.

#### ***Outputs/Expected Results***

- Sponsorships are recognised by the community and employees as a clear way of delivering Here for Good

#### **Leadership**

- Provide effective leadership, support and development opportunities for staff
- Adopt a leadership style that encourages teamwork and a culture of achievement

#### ***Outputs/Expected Results***

- Ensure staff understand, engage in and are consistently communicated with the vision and with the vision direction of the business
- Review team performance and provide honest and specific feedback,

- guidance and ensure success is celebrated
- Set objectives with staff end ensure accountability is driven

## The Person Specification

### Qualifications & Experience

- An appropriate tertiary qualification in Commerce and Marketing.
- 5-10 years of proven Senior Management experience as a Head of Marketing & Engagement in a similar role for private or public companies.
- Experience in working with CEO's and Boards of Directors providing professional, accurate and strategic advice.
- Demonstration a proven track record between marketing strategies and inputs and a corresponding improvements in revenue.
- Strong and effective leadership and team-building skills, managing functional and cross functional initiatives.
- Ability to see themselves as “part of a Team” and supporting the CEO and SLT in striving to promote, and grow the business whilst protecting its brand and reputation.
- Ability to influence a team and create a collaborative working environment.
- Proven ability to develop and grow talent from within and build strong bench strength for an organization.
- Proactive, with a hands-on approach. Has an ability to formulate long term operating and strategic plans while delivering on day-to-day objectives.
- Superior commercial relationship management and influencing skills, able to get peers and subordinates on side.
- Ability to manage staff with diverse skill sets.
- Ability and willingness to travel across New Zealand and Australia to manage this role effectively.

### Leadership & Management Behavioural Competencies

#### Visionary Leadership

- Creates and communicates a clear and compelling view for the future of the business alongside the CEO and SLT.
- Communicates a compelling picture of how the company will evolve that clearly ties today's initiatives to longer-term strategies and values
- Exudes a passion for the current and future business that is inspiring and contagious

#### Relationship Building

- Forms networks of positive business relationships that enhance personal and business success
- Works collaboratively with other members of the SLT and their reports and takes shared accountability to ensure that company-wide KPIs are delivered.
- Possesses a sophisticated understanding of what relationships are important to the Group and its stakeholders and how to leverage them into enduring competitive advantage.
- Leverages deep personal and business experience and relationships into significant business success.
- Motivates others to similarly build relationships.

- Has built an extensive network of relationships both inside and outside the company.

### **Customer Orientation**

- Demonstrates knowledge and insights about internal and external customers and acts to fulfil their businesses needs and exceed their expectations
- Cultivates a deep, proactive understanding of customers' requirements and goals across the customers' entire extended value chain
- Acts as an internal customer advocate, taking initiatives to overcome obstacles, solve problems and improve overall customer satisfaction by building an effective team
- Ingrains a "customer orientation" within the Marketing Team as an organisation-wide trait, continuously and proactively driving internal customer satisfaction and demand.

### **Team Leadership**

- Fosters teamwork and facilitates conflict resolution
- Leads teamwork proactively across a variety of situations
- Understands implicitly how to manage and work with different people and various working styles
- Establishes conditions systematically for high performance teamwork based on the requirements of the situation

### **Personal Characteristics**

- Has a personal commitment to organisational excellence.
- Displays honesty, integrity, and a strong sense of ethics in all decision and actions.
- Is resilient; remains calm and deliberate under conditions of stress.
- Maintains a positive non-threatening presence which commands respect from staff, members, and stakeholders.
- An individual with the presence and stature to balance the needs of the shareholders, CEO, SLT, customers and Team Members.
- Being both a pragmatist and a visionary, who is able to assist the CEO and SLT in developing existing and future markets and opportunities into full potential.
- Maturity and the presence of mind to be proactive with the CEO and SLT and Board of Directors, and communicate openly and honestly.
- A lateral thinker
- Superior influencing skills