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and drive growth**



**Candidate Brief**

**Pure Oil NZ Limited – Marketing and Brand Specialist**

20 October 2020

**deciphər** the people you need to succeed

## About the company

Pure Oil New Zealand Limited operates a large commercial oilseed crush plant located in the Izone Business Park, Rolleston, Canterbury. We supply quality New Zealand grown seed oils and protein meals for export and domestic markets. The business is made up of a series of product brands which each have their own unique identity. These product brands are sold into food ingredient, retail supermarkets, industrial oils and stock feed sectors.

We are a vertically integrated business, managing the growing of crops, handling and processing of seed, through to marketing oil and protein meal. Vertical integration gives us control over the supply chain and allows us to guarantee the quality of our products to our customers. We are a customer focused business and have successfully launched numerous products and brands over the last eight years and our growth has come from innovation.

We are creating our first marketing role and require a “go-getter” Marketing Specialist to further develop our brands and help launch new products. The varied nature of the product brands offers both variety and challenge for an applicant who has the drive to succeed.

## About the opportunity

Reporting directly to the Managing Director, the Marketing and Brand Specialist will work across all Pure Oil brands providing a broad range of marketing services. The Marketing and Brand Specialist will support the Managing Director and work closely with the Sales Managers in the implementation of the annual strategic and operational marketing plan and will take accountability for delivery of the plan as it relates to brand management, events, social media, e-commerce and marketing campaigns. This is a key role in supporting business performance across and for all the Pure Oil brands and requires the development of strong working relationships with internal customers combined with the delivery of exceptional output and results.

## About you

To be successful in this role, you will hold a relevant tertiary qualification and at least three years' marketing experience preferably with broad marketing, communications and brand management responsibilities. You will be very familiar with digital marketing and ideally have experience in the e-commerce space. You will be able to demonstrate a potential to critically analyse opportunities and implement marketing initiatives to capitalise on these together with being able to prepare compelling content that delivers on business objectives.

What will set you apart as the successful candidate for this role will be your passion for marketing, your strong initiative and your high personal energy combined with an eye for designing and implementing an effective marketing mix that could be tailored for our varied brands and products. In return, Pure Oil NZ will provide excellent career progression for the successful applicant along with further upside potential.

Are you ready to take the next step in your career?

The information contained in the Candidate Brief is to assist candidates in their evaluation of the suitability of the advertised role. Decipher Group Limited accepts no liability for information provided, on behalf of the client, in good faith.

## How to apply

To discover more about Pure Oil NZ, visit <https://pureoil.nz/>

For a confidential discussion about the role; contact Katy Erickson on 0272782860 or email [katy@deciphergroup.co.nz](mailto:katy@deciphergroup.co.nz).

Applications close: Monday 9th November 2020



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## **MARKETING & BRAND SPECIALIST**

### **OUR COMPANY**

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### **OUR PURPOSE**

Committed to better natural nutrition that is traceable and sustainable.

### **OUR VALUES**

- Our customer's needs are our business
- We embrace change as that is where the opportunity lies
- Two heads are better than one
- We stay safe
- We find the better way
- Integrity always
- Everyone has the right to be heard
- We stay positive bringing energy and enthusiasm
- We celebrate our wins

### **ROLE PROFILE**

**Title:** Marketing and Brand Specialist

**Location:** Rolleston

**Reports to:** Managing Director.

**Working relationships:** Managing Director, Sales Managers, external stakeholders

**Role Purpose:** The core responsibilities of the role are to develop and promote the brands of the business.

### **KEY ACCOUNTABILITIES**

## **Marketing Planning and Strategy**

- Managing digital marketing campaigns, including collaboration with our digital consultant
- Work with the MD on new product development including research of markets, strategic marketing planning and brand positioning
- Compile and present strategic marketing plans

## **Website and E-commerce**

- Develop and execute a Social Media strategy in accordance with the new overarching marketing strategy
- Manage websites and social media pages
- Manage the content of the websites for each of the brands and other web presence; ensure this is maintained, current and achieves objectives.

## **Reporting and Monitoring**

- Prepare monthly newsletters and product information documents
- Prepare monthly reports on sales and marketing performance
- Ongoing creation of marketing content and content libraries

## **Brand Management**

- Manage the sponsorship agreements including leveraging brand exposure
- Ensure that Pure Oil's brand and products are represented in national and international markets in a professional manner, aligned to the company mission
- Establish standards for application of the visual branding and how this branding is to be utilised in accordance with the Marketing Plan

## **Communications**

- Alongside the MD, develop and manage Pure Oil NZ's relationships with current and potential customers (national and international)
- Manage all communication channels including relationships with key media and ensure all communications to media follow the established processes

## **Qualifications and Experience**

- A tertiary qualification in Marketing or Commerce.
- Over three years of marketing experience
- Outstanding customer service skills and the ability to work in a team setting with a diverse group of stakeholders.
- Exceptional oral/written communication skills.
- Commercial astute, with strong analytical and mathematical skills.
- Ability to function independently with a high degree of initiative, independence and responsibility under the Managing Director.
- Driven and self-motivated, seeking out success in achieving both short- and long-term goals.
- Able to travel as and when required.



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