



Enatel Limited |
Director of Marketing
and Product

Position Description and
Additional Information

12 October 2026



Position Description

Position: Director of Marketing and Product

Department: Marketing

Reports to: General Manager

Direct Reports: Four

Location: Christchurch, New Zealand

Role Purpose	The Director of Marketing and Product is responsible for defining and supporting the Enatel's long term strategic plan by driving and promoting new product development, promoting existing product lines, and implementing the global marketing strategy. The Director of Marketing will work with the General Manager (GM), GM's leadership team and IDEAL's Chief Marketing Officer (CMO) to develop the strategic marketing plan for the business including a global assessment of economic trends that will impact the business, assessing and defining target markets for the company's products, and driving the product development and marketing strategies to support the company's vision. This position coordinates global product marketing initiatives (for B2B) and reports to the GM. The Director of Marketing and Product will be a member of the Enatel Senior Leadership Team primarily representing the Marketing function but will also contribute generally to the team with leadership, governance, strategy, and camaraderie.
Key Success Outcomes	• Develop the marketing strategy for Enatel; including definition of the areas needed to win / grow supported by data, market research and voice of the customer (VOC) • Alignment with the business strategy is paramount. The Marketing Director will be required to be a major contributor business strategy setting in advance of the Marketing plan. • Analysis of data across market segments and competitor research to inform the marketing strategy. • Identity of threats and growth opportunities and formulates data-driven plans around new markets, competitors, and technology shifts. • Identifies the target audience and value proposition for the brand and builds the story for the market. • Responsible for promoting products or services, developing sales tools, building awareness, and driving customer and end user engagement. Telling our story in the market. • Leads annual marketing plan and budget development across market segment managers and Digital Centre of Excellence (DCOE) teams. • Defines solid business cases for our strategic initiatives. • Oversees market sizing and forecasting. • Creates New Product Development initiatives that are reflective of the marketing strategy, engineering resourcing and budgeting, sales competitiveness and aligned with VOC. • Owns new product roadmap for Enatel
Key Internal Relationships	• General Manager • Enatel Senior Leadership Team

	• IDEAL CMO • IDEAL Executive Leadership • Marketing • Sales
Key External Relationships	• Existing, prospect and new Customers • Channel Partners

Key Requirements

Accountability Area	Desired Outcome/Achievement Indicators
Strategic Marketing	• Continually improve knowledge of size and share of markets into which assigned products can be sold. • Develop and recommend product sales marketing programs, target regions, target applications, and target customers. • Develop and implement targeted promotions and communications that will increase Enatel's brand awareness, end user connectivity and market share. • Develop and track marketing metrics that reflect the marketing initiatives and ROI analysis. • Develop and own brand guidelines and framework to ensure all communications are aligned with brand values and amplify brand equity. • Achieve revenue growth & profitability through marketing excellence including P&L and budget management. • In concert with IDEAL Industries Inc's DCOE: ➢ Website development, end user connectivity, fulfilment processes, on-going marketing campaigns related to branding, new products, geographic expansion, and coordination. ➢ Manages and coordinates multiple channels of message delivery including but not limited to web, social media, print, traditional and other areas we can touch our customer. ➢ Develop and implement marketing strategies that truly differentiate Enatel and enable the company to have a recognisable and sustainable competitive advantage that results in brand loyalty.
Product Management	• Collaborate with Enatel senior leadership to ensure overall alignment in strategic development and execution. • Be the subject matter expert in the competitive landscape, including the analysis and comparison of product features, performance, applications, and innovation and drive strategies to differentiate Enatel in the marketplace. • Working with the Product Management team, drive product development from new product concept, through design/ engineering, manufacturability, and product launch/marketing promotion/strategy. • Develop innovation pipeline through evaluation of new product concepts, market opportunities, and competitive landscape. • Establish annual sales objectives, including sales volume and profit forecasts.

	• Track performance against established targets and develop timely corrective actions for items not meeting expectations. • Continually improve knowledge of size and share of markets into which assigned products can be sold. • Ensure we are maximizing sales revenue, market share, and profit margins globally. • Develop and implement Enatel pricing strategies for all channels, reduce complexity and ensure proper execution. • Manage the analytics and data from various sources (i.e.: website, e-commerce, digital media) to drive channel performance, top of brand mindset and end customer engagement.
Leadership	• Establish and align the annual brand plan and long-term strategic plan with specific focus on objectives, strategies, and tactics. • Lead cross functional internal teams to develop and ensure implementation of brand/product strategy. • Drive innovative business improvements and promote a work environment that fosters creative thinking, innovation and rational risk-taking. • Balance immediate and long-term priorities by meeting critical objectives while considering the impact of those decisions and activities on the ability to achieve long term goals. • Deliver results by focusing on the critical few objectives that add the most value. • Relentlessly seek, share, and adopt ideas and best practices in and outside the Company. • Embrace change introduced by others. • Develop and inspire others by building and maintaining relationships that motivate, guide, and reinforce the performance of others toward goal accomplishments. • Develop self and others to improve performance in current role and to prepare for future roles. • Create strong morale, share wins/successes. • Foster open dialogue, work collaboratively.
Communication	• Ensure full and effective communication with the Marketing team members including regular team meetings to enable two-way updates, sharing of ideas and provision of support as required.
Customer Focus	• Dedicated to meeting the expectations and requirements of internal and external customers. • Establish and maintain effective relationships with customers and gains their trust and respect.

Other duties:

- Upholds the company values.
- Perform any other tasks as required by your manager and/or the business.
- Contributes to the achievements of department goals and objectives.

Health & Safety:

- Ensure compliance with all Health and Safety requirements and that all Company health and safety policies are implemented. This includes ensuring any site safe risk assessments are provided to or carried out by Enatel when off

site, as well as ensuring The Employee keeps themselves safe while travelling domestically or abroad, in accordance with all Enatel H&S and Company Policies.

- Maintaining a safe and clean working environment by complying with Enatel Policy and Procedures.
- Leads by example in all matters relating to Health & Safety.

Environmental:

Enatel is committed to minimising the environmental impact of our operations and products.

- Ensuring Environmental policies and processes are followed.

Person Specification

	Essential	Desirable
Competencies	• Drive for Results – can be counted on to exceed goals successfully. • Action orientated – driven to achieve successful outcomes for all the business. • Learning Agility - the ability to learn quickly in a new environment. • Functional/Technical Skills - has the functional and technical knowledge and skills to do the job at a high-performance level. • Problem Solving – systematic approach to ensure effective and efficient processes are in place. • Integrity and Trust – is seen as a direct, truthful individual; is widely trusted. • Ethics & Values - Has an appropriate and effective set of core values and beliefs and acts in line with those values at all times.	
Skills, Experience & Knowledge	• Bachelor's degree in a related field with a minimum of 10+ years product management and/or marketing experience. • Strong leadership with a previous role overseeing cross-functional teams. • Proven track record of achieving revenue growth & profitability through marketing excellence including P&L and budget management experience. • Experience working in a fast-paced, innovative environment with a sense of urgency for delivering new products to market. • Demonstrated business acumen and analytical skills; attention to detail. • Experience working for a manufacturing or product driven company, preferably an OEM. • Knowledge and successful application of 80/20 and product line simplification. • Ability to quickly learn and demonstrate proficiency with technical information & business processes. • Driven by results, competitiveness, accountability, and building/developing effective teams. • Maintains a high level of professionalism and integrity. • Displays a positive attitude and a team focus. • Excellent analytical and problem-solving skills, combined with the ability to provide quick resolution to problems.	

	• Excellent verbal and written communication skills. • Able to work in fast-paced, self-directed entrepreneurial environment. • Patient and committed with excellent organisational and time management skills. • Decision-making, problem resolution and creative thinking skills. • Able to multi-task the activities with shifting priorities. • Should be honest, assertive and systematic. • Able to build relationships with customers and peers. • Must be able to travel domestically and internationally.
Qualification / Licenses	

Our Process



OUTREACH AND ADVERTISING | Applications close 2 November 2026

Potential candidates identified through targeted search; applications reviewed and responded to.



APPLICANT SCREENING | from application

Initial screening of applications as they are received. This may include a discussion with candidates about their motivations for applying. We aim to run a timely and efficient process.



SELECTING AND SHORTLISTING | 2 November

Once the role has closed our team will present the most qualified candidates to the client. Within this period, all applicants will receive notification of the status of their application.



CANDIDATE INTERVIEWS | Early November

Decipher Group prioritises a robust and consistent interview framework, based on a behavioural and competency-based assessment. Candidates will be advised of the interview structure and who will be present on the panel. All interviewed candidates will receive prompt feedback and will be advised of next steps once we have debriefed with the interview panel.



VETTING AND DUE DILIGENCE | Early November

We conduct thorough background checks and referencing to further assess competencies of preferred candidate/s. Decipher Group utilises a third-party provider for pre-employment and probity checks such as criminal history, qualification, employment history and bankruptcy. Our team will notify you in advance prior to us contacting your referees. Throughout the entire process, candidate confidentiality and privacy remain an absolute priority.



DECISION AND ONBOARDING | Early November

Following a rigorous evaluation, a conditional offer of employment will be made, subject to the completion of the above stage. Our team will communicate regularly with both the client and the successful candidate during this period. At the conclusion of the recruitment process, all remaining candidates will be notified, with the opportunity for feedback.

Director of Marketing and Product

- Shape global product and market strategy
- Drive customer-led growth across global markets
- Influence what Enatel builds next

About the company

Decipher Group is delighted to be partnering Enatel once again in their search for a Director of Marketing and Product. Enatel is a Christchurch-based technology and manufacturing business with an established international presence and ambitious growth agenda.

As the business diversifies its global customer base and expands into new markets, it is strengthening the connection between market insight, product strategy and commercial growth. This creates an exciting opportunity for an accomplished product marketing leader to assess Enatel's current market position, identify where the business can play and win, and shape the product and market strategy to get there. The role will ensure customer insight and commercial opportunity increasingly drive what Enatel develops and takes to market.

Interested?

About the opportunity

Reporting to the General Manager and joining Enatel's Senior Leadership Team, the Director of Marketing and Product will lead Enatel's global marketing and product strategy, with responsibility for a current team of four. Sitting at the intersection of customer, market, product and strategy, you'll use market intelligence and commercial insight to determine where Enatel should compete, which opportunities to pursue and how its product portfolio should evolve.

A key focus will be turning insight into action – ensuring customer needs and validated market demand influence product development and investment decisions. Working closely with Sales, Finance and Engineering, you'll shape the product roadmap, identify new market opportunities and drive strategies that deliver sustainable, profitable growth.

This is a highly influential role for a leader who can bring a strong commercial perspective, challenge thinking and help shape the future direction of the business.

About you

You're an experienced product marketing leader with strong commercial judgement, international perspective and the confidence to influence at executive level. Your background is grounded in product and commercial strategy rather than focusing primarily brand or digital marketing.

You understand how to assess markets, customers and competitors and translate that insight into clear product and growth strategies. Ideally, you'll bring experience from manufacturing, technology,

engineering or another physical product environment, together with exposure to international markets.

You'll also bring:

- Significant product marketing or management experience
- Strong international market development experience
- Proven commercial and strategic capability
- Experience driving revenue and profitable growth
- Strong market and customer insight capability
- Experience influencing product development and innovation
- Strong cross-functional leadership and influencing skills
- Experience leading and developing high-performing teams

You'll be commercially curious, decisive and prepared to challenge thinking. You're someone who brings a point of view, identifies opportunity and has the drive and credibility to turn strategy into action.

The role offers genuine international exposure, including travel and the opportunity to represent Enatel in key global markets. Based in Christchurch, this is an opportunity to build an international career while enjoying an exceptional lifestyle.

How to apply

For a copy of the position description and to apply, visit the Decipher Group website on <https://deciphergroup.co.nz/job-opportunities/> To discover more about Enatel, visit <https://www.enatel.com/> For a confidential discussion about the role, contact Lisa Edwards, lisa@deciphergroup.co.nz, 021 240 4410.

Applications close: Monday 2 November 2026

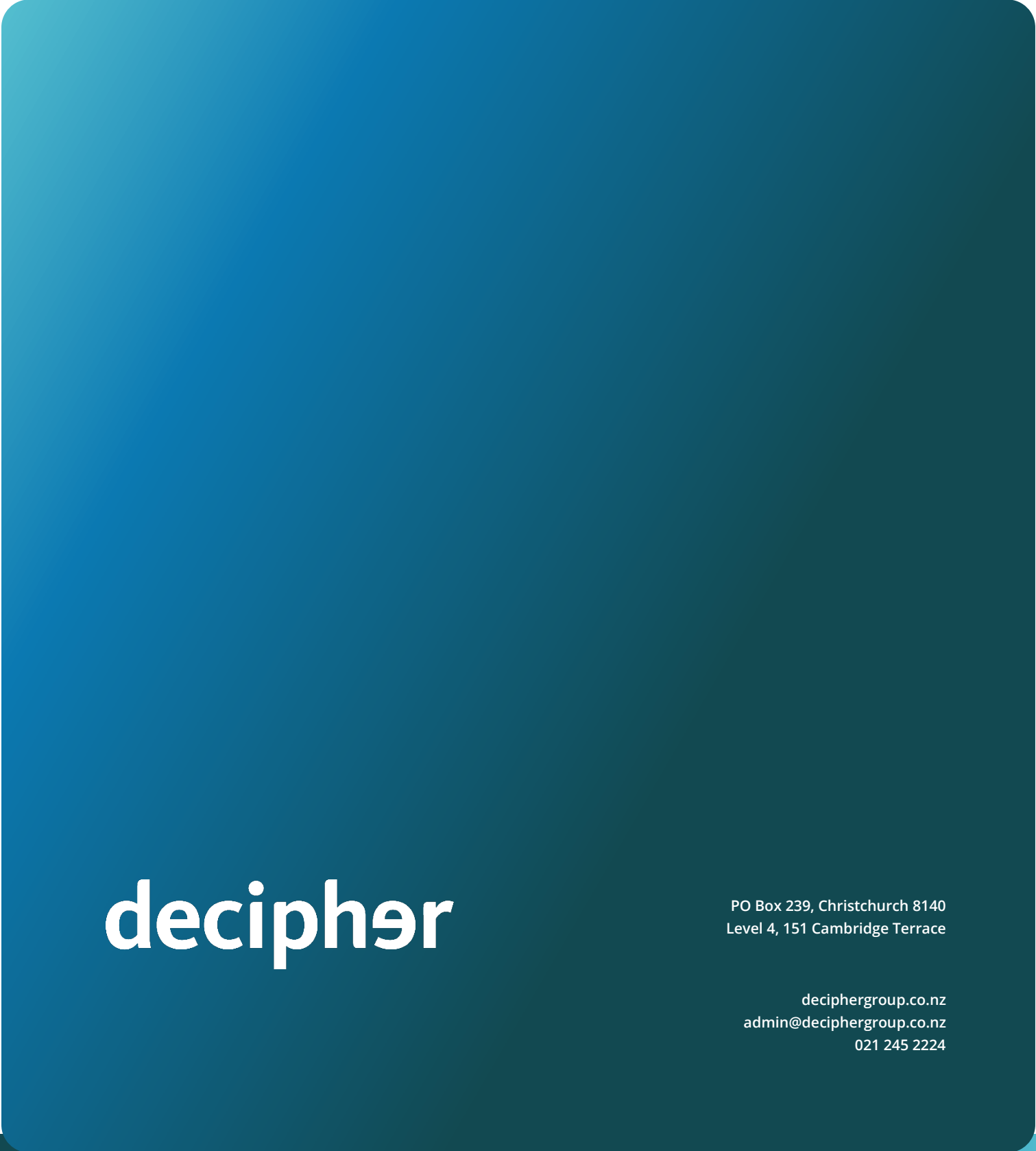
Please do not email us your CV and Cover Letter.
Please use the *Apply Now* link on our website.



Our Diversity, Equity and Inclusion Statement

Decipher Group cares deeply about helping individuals achieve their full potential and supporting organisations to thrive by working toward a more progressive future.

Fostering a culture of inclusion and belonging that truly values individual differences, backgrounds, and perspectives ignites creativity and new ideas – and this is part of what makes our team exceptional. For us, progress is the only goal worth benchmarking.



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