

Position Description: Content and Events Coordinator

Title:	Content and Events Coordinator
Reports to:	Marketing and Sales Manager
Required Date:	As soon as possible
Location:	Times-7 Campus, Petone, Wellington

Position Purpose

Your primary purpose is to contribute significantly to the Marketing and Sales Team in delivering Times-7's sales order target. This is a hands-on role focusing on content creation, publishing, content management, and event coordination.

The focus of marketing and sales at Times-7 is channel enablement. You will need to produce content that helps our partners solve their customers' problems using our products.

Key accountabilities and outcomes you will deliver

Planning and execution

- Refine and execute Times-7's Marketing Content Strategy
- Create written and video content for multiple channels, including customer, partner, and internal newsletters, Times-7's website (content, blogs, product overviews, case studies), industry forums and websites.
- Develop and manage social media sites including YouTube, LinkedIn and Twitter to build brand awareness in target markets.
- Own the creation and management of datasheets for Times-7 products.
- Manage events including Times-7 hosted events such as webinars, briefings and attend in-person and virtual industry events.
- Support the Marketing and Sales Manager to undertake ongoing marketing and competitor analysis.
- Actively contribute to developing and executing Times-7's sales and marketing strategy with a focus on channel marketing.
- Produce regular reporting as required.
- As our customers operate in many time zones, you will be required to participate in and conduct customer calls and webinars at times outside of standard New Zealand business hours.
- This position may also require attendance at international events once this is possible again. Therefore, you will need to be flexible in your day-to-day availability, as well as your ability to travel to the US and Europe for customer events and trade shows.

Welfare, health and safety

- Actively engage in managing your personal welfare, health, and safety in the workplace.

- Actively help Times-7 maintain a safe workplace for all staff, visitors, and stakeholders.

Key Relationships.

Internal:

- CEO
- Marketing & Sales Manager
- Business Development Manager
- Customer Service and Sales Agent
- Sales Administrator
- Engineering Manager

External:

- Customers and prospects, including distributors, system integrators and end-users
- Industry groups and alliances
- Key suppliers and partners

Knowledge and Experience.

Experience:

- Excellent business communication skills, with experience writing for digital channels.
- Experience in content management with a focus on video and digital content creation and management.
- Online presentation skills.
- Strong skills in online productivity tools such as Microsoft 365, G-suite, communications technology, CRM and campaign management tools.
- Reporting and analytics experience.
- The ability and willingness to work in international time zones and attend international events once the borders open.

Qualifications:

- A marketing or communications qualification.
- A business writing qualification.

Our Values

Responsive – the Times-7 responsiveness is legendary and a brand value we are immensely proud of. We respond promptly and accurately to customer requests for information and products. We think beyond the request and proactively support our customers.

Collaborative – With marketing, engineering, and manufacturing under the “one roof” we have a unique opportunity to collaborate and deliver world-class solutions. This approach extends to our work with our partners and customers, listening to their needs and being a part of their success.

Innovative – our customers expect this, and we deliver. Innovation fuels our growth both now and, in the future, and is uniquely supported by our design and production structure.

Authoritative – more than just experience, we are the authority on RAIN (UHF) RFID antennas. It is all we do, and we do it extremely well. We are held up as the authority and don't take this responsibility lightly or for granted.

Sustainable – Not a word to be used lightly, sustainability is present right throughout Times-7. Whether it is our financially sustainable goals, our vision of maintaining a sustainable talent pipeline or our continuous focus on environmental sustainability - we always have an eye on the future and the part we play in it.

Reliable – We are proud to be a company our customers and stakeholders can rely on. Not only do we do what we say, but our products also do what they should, and we are very protective of our reliability.