

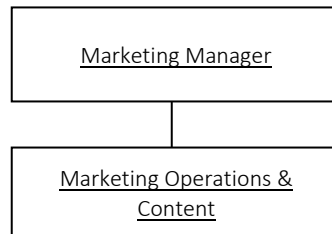
KEITH ANDREWS



JOB DESCRIPTION

Job Title:	Marketing Operations & Content
Department:	Sales
Responsible To:	Marketing Manager
Job Summary and Purpose:	As Operations & Content Coordinator, you'll support the execution of marketing activities across our commercial vehicle brands. This role combines generalist coordination with a specialist focus on content and communication. You'll be hands-on with digital channels, assist in campaign rollouts, support the sales and dealer network, and bring structure to marketing operations. Working closely with the Marketing Specialist, you'll play a key role in driving brand consistency, content quality, and lead generation. This role suits a driven, proactive team player who is keen to learn, adaptable across marketing functions, and thrives in a fast-paced commercial and retail environment.

Keith Andrews Holdings Company Organisation Reporting Structure



Our Vision, Our Mission, and Our Values

Our Vision	Keith Andrews, your leading industry partner, working together to keep New Zealand moving.
Our Mission	Partnering to deliver world class transport solutions which provide exceptional safety, lifetime value and sustainability for those who keep New Zealand moving.
Our Values	<p>Our vision and mission is underpinned by our commitment to our fundamental core values. These values guide the way we do business in all activities for the benefit of our team, customers, suppliers, stakeholders and community.</p> <ul style="list-style-type: none">• Pride: We strive for excellence in everything we do.• Urgency: We make customer's priorities ours.• Owning It: We take responsibility for our part in the process to ensure the team is successful.• Respect: Everyone is always treated fairly and honestly.• See it. Say it. Sort it: We lead by actively ensuring the highest standard.

	<ul style="list-style-type: none"> • Sit in our Customer's Seat: We take time to truly understand our customer's situation.
Our Goals	<ul style="list-style-type: none"> • Destination 30:30 - 30% retail market share by 2030 • Strong personal relationships creating customers as raving fans • World class leadership, people, culture, training & development • Well-oiled tools of trade that are easy to use and understand • High performance flywheel in balance; stock, productivity, WIP, cashflow • Unmatched knowledge & technology driving NZ into the future

Key Responsibilities

1. Content Creation & Campaign Support

- Coordinate and contribute to content for retail and brand campaigns.
- Develop and manage stock listings on Autoplay and promotional assets for online channels (website, Trade Me, social media).
- Support campaign execution and ensure accurate, timely rollout across platforms.
- Collaborate with creative agencies and internal stakeholders to ensure campaign readiness.

2. Digital Marketing & Online Presence

- Maintain website content and ensure listings and messaging are current and aligned with campaign activity.
- Schedule, post, and report on social media and digital marketing activities.
- Support digital reporting and analytics with structured input and insights.

3. Dealer Marketing & Internal Support

- Assist in marketing support for dealer network and sales teams.
- Supply branded collateral and assets to dealers.
- Support internal communications and the execution of internal promotions.

4. Performance Tracking & Coordination

- Track activity status and asset readiness across marketing channels.
- Help maintain marketing calendars and coordinate stakeholder input.
- Support the Marketing Specialist in gathering campaign metrics and preparing reporting inputs.

5. Customer & Brand Experience

- Support consistent brand messaging and customer experience across all touchpoints.
- Ensure the quality and accuracy of all published marketing materials.

6. Events & Sponsorship

- Coordinate and execute national events, product launches, and VIP experiences, ensuring a premium brand experience.

7. Health & Safety and the Environment

- Carry out your work in accordance with our health and safety procedures.
- Be aware of hazards in your work area and precautions you need to keep safe. Identify any possible new hazards.
- Report incidents or accidents immediately to your supervisor.

- Be aware of the environment around your work area, and act to minimize any actual or potential environmental effects.

8. Customer Service

- Maintaining a tidy and professional appearance at all times.
- Supporting and building industry-leading relationships with customers.

9. Spending Level Authority: 7 – please refer to 3.3 Delegated Authorities Policies

Personal Skills, Attributes and Qualifications

- Proactive, self-managed, and accountable.
- Collaborative with clear communication style.
- Creative but structured, with attention to detail.
- Curious and eager to grow in the role.

Qualifications & Experience

- Minimum 2 years' experience in a marketing or sales support role preferred.
- Strong written communication and visual attention to detail.
- Experience with online listings and content management.
- Automotive or commercial vehicle knowledge an advantage but not required.
- CRM or CMS tool experience beneficial (e.g. Salesforce, Autoplay, Meta Business Suite).

Company Requirements

- To provide the best possible service through a professional image and practice of a customer-first ethic.
- To take all practical steps to ensure your own safety and the safety of others while at work.
- To demonstrate a commitment to cultural awareness in all aspects of work and development.
- To demonstrate a commitment to the company and policies in all aspects of work and development.
- To embrace training and professional development opportunities for continuing improvement.
- This Job Description reflects the position at date of signing and will be reviewed from time to time. The incumbent may be required to carry out any other reasonable tasks as requested by the Company's management.

Employee's Name	Signature	Date