

## POSITION DESCRIPTION

<b>Position Title:</b> Senior Marketing Specialist	<b>Direct Manager:</b> Head of Sales and Marketing	
<b>Budget Responsibility:</b> TBC	<b>Direct Reports:</b> Nil	<b>Indirect Reports:</b> Nil

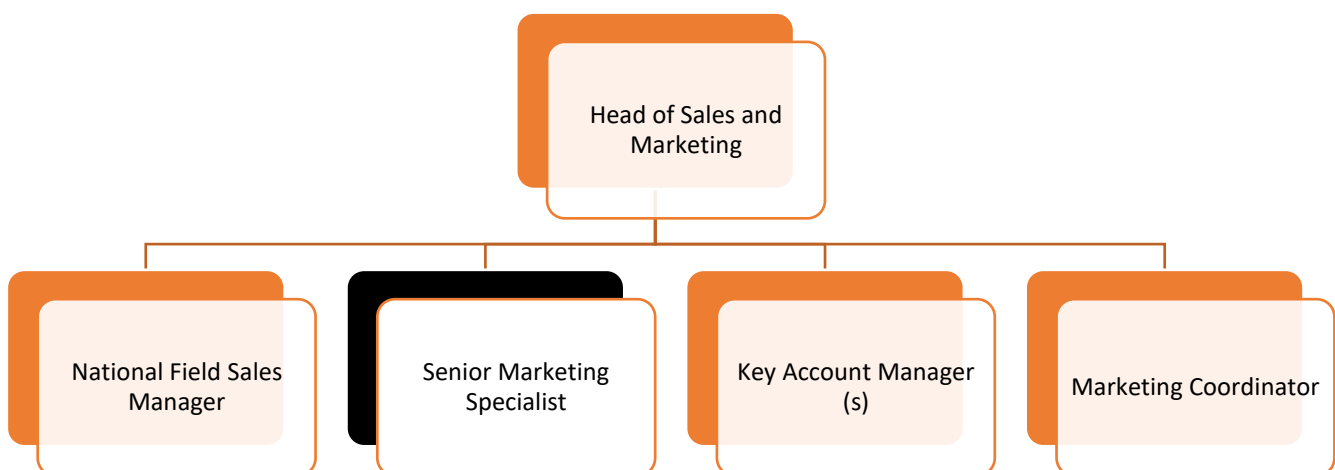
### WHAT YOU'RE HERE TO ACHIEVE

**Key purpose:** As a Senior Marketing Specialist, you are a key driver in executing Gallagher Animal Management’s NZ Region marketing strategy. You lead a diverse portfolio of initiatives, including digital campaigns, content creation, retail execution, sponsorships, and events, ensuring alignment with sales goals and business objectives. You will co-create the Marketing Strategy with support from the Head of Sales and Marketing role and ensure effective execution to drive growth in market success.

By leveraging data and insights, you continuously optimise marketing effectiveness, refine retail merchandising strategies, and enhance brand engagement. You play a key role in strengthening relationships with internal teams, external partners, and stakeholders, ensuring Gallagher’s brand is consistently reinforced across all touchpoints while maximizing opportunities to connect with customers and drive return on investment.

This role demands a collaborative, results-driven approach as you work closely with both internal stakeholders and external partners to implement innovative marketing solutions that strengthen Gallagher’s position within the agricultural sector.

### WHERE YOU'LL FIT IN #TEAMGALLAGHER



## WHO YOU'LL BE WORKING WITH

INTERNAL RELATIONSHIPS	EXTERNAL RELATIONSHIPS
Regional Marketing Manager, Marketing Specialist– Retail Excellence, Regional Sales Managers, Territory Managers, Global Gallagher Marketing Team, Gallagher International Regional Marketing Teams	Gallagher Customers, Suppliers, Dealers and/or Distributors, External Marketing, Advertising and Communications Agencies

## WHAT YOU'LL BE DOING

Key Accountability	Outcomes/ Expectations
<b>Campaign Management and Optimisation</b>	<ul style="list-style-type: none"> <li>• Lead the planning and execution of integrated marketing and product campaigns, ensuring alignment with the broader NZ Region Marketing strategy.</li> <li>• Collaborate with cross-functional teams and external suppliers to deliver effective campaigns, managing timelines and deliverables to ensure smooth execution.</li> <li>• Continuously monitor and analyse campaign performance, using data-driven insights to optimise performance and return on investment</li> <li>• Conduct in-depth post campaign evaluations, identifying key learnings and applying them to future initiatives for ongoing improvement.</li> </ul>
<b>Communication and Content Development</b>	<ul style="list-style-type: none"> <li>• Oversee the creation and execution of a comprehensive content strategy, ensuring it aligns with business goals and resonates with target audiences within each channel.</li> <li>• Integrate SEO best practices into all content, ensuring relevant keywords are optimised to drive organic traffic, improve search engine rankings, and increase online discoverability of Gallagher products and services.</li> <li>• Collaborate with internal and external stakeholders (e.g., design, sales, product, agency) to execute consistent messaging and brand tone of voice across all content.</li> <li>• Analyse content performance and leverage SEO and engagement insights to continuously improve content effectiveness and engagement across all communication channels.</li> <li>• Develop and maintain a content calendar to ensure timely and consistent delivery, aligned with key business milestones and campaigns.</li> <li>• Leverage earned media opportunities to raise awareness of Gallagher's brand, products, and services.</li> <li>• Ensure NZ Region PR efforts align with the Global Communications strategy.</li> </ul>
<b>Retail Execution</b>	<ul style="list-style-type: none"> <li>• Support the delivery of the NZ Retail Execution Strategy to reinforce Gallagher's market position and increase product presence and visibility within retail channels.</li> </ul>

	<ul style="list-style-type: none"> <li>• Work closely with Key Account Managers (KAMs) to plan and execute the annual promotional calendar, ensuring seamless coordination between teams and best-in-class execution.</li> <li>• Develop and cultivate strong relationships with reseller category and marketing teams, fostering collaboration to deliver impactful campaigns and promotions.</li> <li>• Ensure up-to-date, consistent brand and product messaging and marketing assets across all reseller channels.</li> <li>• Ensure Territory Managers have up to date sales toolkit and resources, enabling them to effectively promote products and support customers.</li> <li>• Monitor the performance of retail campaigns, utilizing data-driven insights to refine strategies and optimise in-store execution for better results.</li> </ul>
<p><b>Event &amp; Sponsorship Activation</b></p>	<ul style="list-style-type: none"> <li>• Develop and implement comprehensive event strategies across Regional and National field days, expos and conferences that align with business goals and maximise brand impact and engagement.</li> <li>• Manage sponsorships and partnership to maximise their value and ensuring smooth execution of activations.</li> <li>• Act as the primary point of contact for external partner, and sponsors, managing negotiations and collaborations to ensure alignment with event objectives.</li> <li>• Identify and evaluate sponsorships opportunities and collaborate with partners to maximize the impact of marketing activities, ensuring alignment with Animal Management objectives and brand values.</li> <li>• Identify and evaluate sponsorship and partnerships, working with partners to maximise the value of marketing activities and ensure alignment with Animal Management objectives and brand values.</li> </ul>
<p><b>Marketing Strategy &amp; Accountability</b></p>	<ul style="list-style-type: none"> <li>• Actively contribute to the development of the NZ Marketing Strategy and marketing initiatives in a way that ensures a good understanding an input from:             <ul style="list-style-type: none"> <li>○ consumer, key account &amp; partnership marketing activities.</li> <li>○ promotions, events, product launches, brand and across print, direct/e-mail, outdoor signage, interactive projects, broadcast, PR, key account mailers, web, social media, mobile &amp; instore channel tactics.</li> <li>○ leverages market and industry trends for insights and growth opportunity.</li> </ul> </li> <li>• Collaborate with cross-functional teams to align marketing efforts with overall business goals and brand identity.</li> <li>• Oversee and maintain marketing technology platforms and resources, optimising them for campaign execution, performance management, data integrity, and operational efficiency.</li> <li>• Develop, refine, and implement systems and processes to streamline marketing workflows, ensuring consistency, scalability, and effective cross-team collaboration in executing marketing activities.</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Manage marketing budgets, ensuring that resources are allocated effectively to maximise return on investment. Monitor and track expenditures to ensure marketing initiatives are executed within forecasted budget.</li><li>• Ensure consistent representation of the Gallagher Animal Management Master brand while supporting the successful positioning of regional Private Label and Value brands in the marketplace.</li></ul> |
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Including any other duties not specified that may be required to complete the role, and as requested by the Reporting Manager.

## HOW YOU'LL BE DOING IT

### Qualifications and / or Experience:

- Minimum of seven years' experience in marketing or related role.
- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.

### Skills / Competencies:

- **Proficiency in marketing technology platforms** (CRM, analytics tools, content management systems, etc.).
- **Strong organisational and communication skills**, with the ability to manage multiple projects and collaborate across teams.
- **Ability to prioritize tasks** and work effectively in a fast-paced, deadline-driven environment.
- **Detail-oriented** with a focus on accuracy, quality, and consistency in all marketing materials and campaigns.
- **Collaborative team player**, with a proactive, problem-solving mindset and the ability to work cross-functionally.
- **Strategic thinking** with the ability to develop campaigns and marketing initiatives that align with business goals and drive measurable results.
- **Strong analytical skills**, with the ability to interpret data and metrics to inform decision-making and optimize campaign performance.
- **Creative mindset** with the ability to think outside the box and come up with innovative marketing solutions and ideas.
- **Project management skills**, with the ability to oversee all aspects of campaign execution from planning through to delivery.
- **Effective stakeholder management** and relationship-building skills, both internally and externally, to ensure alignment and successful outcomes.
- **Strong writing and content creation skills**, with the ability to craft compelling, on-brand content across digital and traditional channels.
- **Adaptability and flexibility** to quickly adjust to changing priorities and market conditions.
- **Ability to manage budgets and resources** effectively, ensuring campaigns are executed within budget and on time.
- **Strong presentation and reporting skills**, with the ability to present marketing results and insights to stakeholders at all levels.

# Protect what matters most.

Our purpose and our values apply to our extended Gallagher family including our employees, customers, partners and community.

