

Enatel

Position Description

Position: Digital Content Creator

Department: Marketing

Reports to: Head of Marketing

Position Purpose:

The primary focus of the Digital Content Creator is the design and write high-quality, engaging content for use in Enatel's marketing material.

The Digital Content Creator will act as a brand guardian to build, maintain, and manage creative, memorable, and consistent digital assets and imagery.

Key Tasks:

- Being at the forefront of Enatel's digital marketing as a go-to resource for online artwork, animation, visual/written content, and web design prowess.
- Building awareness of Enatel's brands in key export markets, primarily utilising digital conduits to effectively position Enatel's creation activities into the necessary messaging and campaigns.
- Being a key contributor and coordinator working with Product and Sales Managers on roadmaps, launches, developments and other deadline-driven projects and campaigns to grow Enatel's profile, brand, and successes.
- Capturing and creating social media content across all channels, with a strong focus on growing our following.
- Utilising Adobe Creative Suite, Marketing Events and Campaigns
- Developing and maintaining on-brand collateral such as product sheets, case studies, multimedia collateral and product videos.
- Developing internal and external business documentation and sales collateral.
- Creating and contributing compelling imagery for social media – including interactive design.
- Delivering and maintaining portfolio of images for digital promotion and brochures.
- Delivering and maintaining a portfolio of icons and graphics for digital use and infographics.
- Ensuring all messages are supportive of and consistent with strategies.
- Supporting the coordination and delivery of internal/external events and projects.
- Providing support of brand guidelines and guidance to internal customers to ensure brand consistency, always.

Planning

- Contributing to achievements of Marketing goals and objectives.
- Using content calendar to schedule activities and manages workload.
- Coordinating, capturing, filing, and maintaining all graphics elements and associated output such as brochures.

- Keeping up to date with new digital trends and graphics design tools.

Health & Safety:

- Ensuring all Health & Safety policies and rules are followed, with all tasks completed in a safety conscious manner.
- Adhere to all health and safety policies whether at our Christchurch premises or elsewhere.

Environmental:

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

- Ensuring Environmental policies and processes are followed.

General

- Any other tasks or duties as required by your Manager and/or the business.

Key Relationships:

Internal	External
• Leadership Team	• Media – video, web & app developers
• Sales & Marketing teams	• Channel Partners & End-users
• Engineering	• External Suppliers & Contractors
• Project & Product Managers	

Person Specification:

Attribute	Essential
Skills & Competencies	<ul style="list-style-type: none"> • Appropriate and effective • Enjoys working hard and is action orientated. • High energy level and seeks challenging tasks. • A creative 'out of box' thinker – not afraid to push the norms of design and collaborates effectively. • Learning agility – learns quickly when facing new problems. Open to change. • Good problem-solving and process management skills. • Uses initiative. • Has the functional and technical knowledge and skills to do the job at a high level of accomplishment. • Proven organisational and time management skills. . • Excellent written and verbal communication skills, and interpersonal skills. • Has exceptional attention to detail. • Experienced with Adobe Creative Cloud suite (e.g., InDesign, Photoshop, Premiere Pro), WordPress, analytics tools, and Microsoft programs (e.g., Word, PowerPoint.) • Graphic illustrations/interactive media and motion graphics. • HTML and CSS skills desirable. • Process oriented. • Conflict management. • Creativity – comes up with new and unique ideas.

enATEL

	<ul style="list-style-type: none">• Good problem-solving skills.• Confident and not afraid to voice an opinion, while also honouring the spirit of working collaboratively with people from all areas of the organization.• You excel at highlighting to different audiences what is in it for them and can handle pressure, meet deadlines, possess good communication skills, and attention to detail.
Traits	<ul style="list-style-type: none">• Strong set of core values and beliefs, and acts in line with those values.• Humility.• Strong display of integrity.• Trustworthy.• Passionate about what you do.• Self-motivated.
Experience & Knowledge	<ul style="list-style-type: none">• 5yr+ experience working in a fast-paced, B2B company, ideally in technical product or manufacturing industry.• Event and Tradeshow planning, coordination, and delivery.• You love to write, and this comes naturally for you.• A strong knowledge of layout and design fundamentals in web and print media.• Building & designing website pages, with an emphasis on user experience.• Desirable is interest in and experience with photography and video.
Qualification / Licenses	<ul style="list-style-type: none">• Tertiary Marketing qualification.