



Marketing Manager

CARBON Sucks.

It has got its grubby mitts around the earth and it's choking it. But rather than getting all 'emo' and sad, you want to roll up your designer sleeves and do something about it.

The problem is you love your car, love overseas travel, love watching TV, love a well lit room, love saving money on cheap imported stuff, love having long hot showers and you especially love Daisy, your blue ribbon winning pet cow (technically when she won her blue ribbon at the Fairlie A&P show she was a wee calf. Gorgeous).

Well, here's your chance to do something significant without having to give away everything you love to show you care about the environment.

The carboNZero programme is looking for an amazing Marketing Manager to give the brand a real shot in the arm. There has been some solid progress made in the past decade, but this is almost a blank sheet opportunity to reposition the brand and develop strategies to rapidly grow awareness and presence. It is rejuvenation at its very essence. Exciting.

A few things you should have or be good at:

- Passion for the environment without being idealistic.
- Ability to exceed expectations and execute (note: work projects not people).
- At least five years experience in similar marketing role or not a similar marketing role. Maybe just experience in marketing. Or perhaps just experience.
- Although experience in brand creation, development and projection would also be nice.
- And the ability to think strategically and on a global level (yes NZ is not the only country in the world - although it is the best).
- Exposure to traditional (whatever that means) and non-traditional (whatever that means, but probably the opposite of "traditional") marketing, including social media (whatever that is).
- Fresh, creative and innovative thinking. Ahh, freedom of expression.
- The ability to communicate complex issues to the vast majority.

This position will likely be based in Auckland but you will also need to cover the country and the globe.

So, if you want to change the world, don't just sell your car and stop watching TV, and definitely don't slaughter Daisy.

DO THIS INSTEAD.

Contact us and sell yourself to the team in a way that will inspire us and show us how amazing you are.

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