



## ROLE DESCRIPTION

# Marketing & Communications Coordinator

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### Who are we?

Flick Electric Co. is a Wellington-based innovation company taking the business of selling power into uncharted territory. We're shaking up the stale old model of selling electricity at a fixed price, and giving Kiwis access to the wholesale spot market for the first time. It's fair, transparent and puts customers back in control. Our team have decades of experience in electricity, technology and innovation, and we've got big plans for 2015 and beyond.

### Where does your role fit?

Our innovative systems are built, our key markets are open, and our team is growing... fast! Now we need an aspiring marketer, with a kick-ass attitude, to muck in and help us get stuff done.

More than a power company, we're actually a consumer-driven technology business, and being dynamic and responsive communicators is critical.

Our goal is to create meaningful connections with Kiwis, inspire them to join Flick, and help them spread the word about what we do.

As a new role the position is largely yours for the creating (what an opportunity!), but it's essential we find someone agile, self-managing, and willing to have a crack at any communication or marketing task you're asked to help with. Even if that means jumping outside your comfort zone!

You will work with our team of senior Flick cheerleaders – aka Comms and Marketing – helping them manage our social media platforms; promotions, partnerships and events; campaign activation; and relationship building with our Flicksters. With our powers combined we'll achieve great things!

We're a sleeves-rolled-up, think-fast-act-fast kind of team. If you're up for the challenge of growing a great business and changing how New Zealanders think about buying power then please, get in touch.

### To ace this job you will need:

- A tertiary qualification, preferably in Marketing or Communications.
- A few years of communications or marketing experience, with some great examples of effective campaigns or promotions you've been involved with.

- Genuine passion for engaging customers so they get the very best from what we have to offer, stay with us, and spread the word about #FlickLife.
- Understanding of how campaigns and communications are planned and executed, and ability to work with agency partners to ensure material is delivered on brief and on time.
- A working knowledge of key digital platforms including social media, online publishing, eDM and Google Analytics. SEO, SEM and Social Advertising experience is desirable but not essential.
- Great intuition for how people think and behave, and able to use this to craft and critique content so it is relevant and compelling for different audiences.
- Ability to communicate clearly and concisely, taking complex information and distilling it down to what's really important for customers, and in a way that is consistent with brand voice.
- Fantastic eye for detail so that campaign content and communications don't escape into the world with mistakes in them. You need to be willing to double, triple and quadruple check everything!
- To be open to giving anything a crack! This means being comfortable with failure, taking feedback, and being able to pick yourself up and learn quickly.
- Team attitude, able to roll up your sleeves and muck in, as well as be self-managing. We're big on collaboration, and everyone is trusted to do their part.
- A real desire to become a comms and marketing superstar! We want to work with you to help you become your best.

Send us a brilliant application that shows us who you are, by 5pm Thursday 13 August, to [jobs@flickenergy.co.nz](mailto:jobs@flickenergy.co.nz)