



<https://jobsleworld.com/jobs/brand-and-marketing-specialist-job-in-new-zealand-air-new-zealand-careers/>

## Brand and Marketing Specialist

### Job Location

New Zealand

Remote work from: GE; USA; AU; NZ; DK; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; QA; MA; SA; MX; AE; CA; GT; DO

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### Base Salary

USD 1950 - USD 3200

### Qualifications

Bachelor's degree in Marketing, Communications, or a related field

### Employment Type

Full-time

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### Hiring organization

Air New Zealand

### Date posted

December 29, 2024

### Valid through

31.07.2025

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## Description

### Brand and Marketing Specialist Job in New Zealand – Air New Zealand Careers

Air New Zealand, the country's flagship airline, is seeking an experienced **Brand and Marketing Specialist** to join our dynamic team in New Zealand. As a key player in the marketing department, you will help elevate our brand presence and contribute to the creation of compelling marketing strategies that drive customer engagement and enhance the overall brand experience.

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## Job Details

- **Employer:** Air New Zealand
- **Position:** Brand and Marketing Specialist
- **Location:** Auckland, New Zealand
- **Job Type:** Full-time, Permanent
- **Experience:** 3-5 years in brand management or marketing
- **Qualification:** Bachelor's degree in Marketing, Communications, or a related field
- **Salary:** Competitive salary based on experience

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## About the Job

As a **Brand and Marketing Specialist**, you will play a crucial role in maintaining and growing Air New Zealand's brand identity both locally and internationally. You will work closely with the brand team to develop and execute marketing strategies, campaigns, and initiatives that resonate with our customers and reinforce our position as a leading airline in the industry.

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## Key Responsibilities

- Develop and implement marketing strategies that align with the brand's objectives and business goals.
- Work closely with the creative team to develop compelling advertising campaigns across various channels (digital, print, TV, and social media).
- Manage and enhance the company's brand positioning to strengthen customer loyalty and brand awareness.
- Analyze market trends, competitor activity, and customer insights to inform marketing decisions and strategies.
- Coordinate promotional events, partnerships, and sponsorships to increase brand visibility and customer engagement.
- Collaborate with internal teams to ensure consistent brand messaging across all touchpoints.
- Monitor and track the performance of marketing campaigns, using analytics to adjust strategies and optimize results.
- Assist in the creation of content for social media platforms, email newsletters, and other marketing channels.
- Oversee the production of marketing materials, ensuring brand consistency and quality.
- Stay updated on industry trends, emerging marketing technologies, and customer behavior to keep the brand competitive.

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## Requirements

- Bachelor's degree in Marketing, Communications, or a related field.
- 3-5 years of experience in brand management or marketing, preferably in the airline or travel industry.
- Strong understanding of branding, digital marketing, and customer engagement strategies.
- Excellent communication and presentation skills.
- Proven ability to develop and execute successful marketing campaigns.
- Strong analytical skills with the ability to interpret data and generate actionable insights.
- Experience with social media marketing, content creation, and email marketing platforms.
- Ability to work effectively in a team environment and manage multiple projects simultaneously.
- High attention to detail and a creative mindset.
- Experience with Adobe Creative Suite or similar design tools is a plus.

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## Benefits

- Competitive salary and performance-based incentives.
- Comprehensive health and wellness benefits.
- Flexible work arrangements and a positive work-life balance.
- Opportunities for professional development and career advancement within the company.
- Travel benefits, including discounted flights with Air New Zealand.
- A supportive and inclusive work environment.
- Employee discounts and perks on various services and products.

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## How to Apply

To apply for the **Brand and Marketing Specialist** position at Air New Zealand, please visit the **Air New Zealand Careers** website and submit your application. Ensure that your resume and cover letter clearly demonstrate your qualifications, skills, and experience in brand management and marketing.

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## Why Work for Air New Zealand?

Air New Zealand is one of the world's leading airlines, offering a rewarding and dynamic career path. We are committed to creating a diverse and inclusive workplace, where every team member can thrive. By joining our team, you will have the opportunity to work with talented professionals, develop your career, and be part of a company that is proud of its history and excited about the future.

We look forward to receiving your application and potentially welcoming you to our team as we continue to shape the future of air travel!

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