



## *Marketing Assistant for award winning Kiwi company*

### **The pitch**

It's very simple. We believe our people make the difference, and we are passionate about providing a place where you feel supported, challenged, significant, and valued - if you haven't felt that way in previous workplaces, you *will* feel it here at Hectre. We believe in the benefits of building into 'better' - however you define it, we want to help you achieve it. As a well-funded award-winning startup, you're an integral part of who we are and who we'll become. You'll grow with us. We believe you really *can* love what you do!

### **Who are you?**

You're genuinely interested in people, technology, how and why things work.

You enjoy playing an integral role in the success of the company you work for and you love being the expert in what you do. You yearn for the ability to work in a company where what you do makes a big impact.

You're excited to test out new approaches, you're curious, flexible and open to new ways of doing things. You take in information quickly, learn and adapt and you are a strong communicator.

You set goals and are driven to achieve them. You're committed, caring, have a can-do attitude and you get things done!

You're passionate about the world, and take an interest in other areas of life, whether it be your family, fashion, or frisbee.

### **Who are we?**

Based in New Zealand with representation in the US, Hectre is an award-winning SaaS (Software as a Service) company that empowers fruit growers across the globe with the world's simplest orchard technologies. This means we help growers to produce more, higher quality fruit, with less environmental impact.

Our focus is our clients. Growing quality fruit is extremely challenging, so our purpose is to make it easier for growers by creating outstanding technology that has user simplicity at the forefront - we deliver Clever Simplicity and are gaining a reputation as best in the market.

When you're part of the Hectre team, you're helping to solve the global food challenge - you're doing work which makes a positive difference to the world!

## **The people**

We are a growing and wonderfully diverse team. We have runners, foodies, gamers, kitesurfers, movie buffs, auto buffs, married people, single people, family people, pet people - good, happy, caring people from all around the world!

We're enthusiastic about what we do. We enjoy working as a team, collaborating and bouncing ideas off each other. We're agile, and we're flexible. We embrace diversity but share a unified vision. We don't shy away from having a good open discussion if we have different points of view. We care about each other and support each other's success. We're confident you'll fit right in!

## **What will you do here?**

It's really straightforward. You will be assisting the Marketing Manager to deliver the activities in our marketing plan.

You'll have lots of variety in your working week! You could be designing our customer newsletter, creating graphics and collateral to showcase our products, organising email campaigns, analysing and reporting on our website traffic, organising digital and print advertising, arranging interviews for our podcast series (yes we run a podcast too - check it out on our website), updating content on our website, pulling together customer case studies and testimonials, helping with lead generation projects, and so much more. You will not get bored!

And with everything you do, you'll be helping more growers discover Hectre's award-winning technology.

## **Your responsibilities:**

- **Product collateral** - Help design and produce engaging online and offline marketing collateral
- **Website** - Create landing pages for campaigns and update website content regularly so that the latest and greatest Hectre information is available to view in an appealing and engaging manner
- **Digital campaigns** - Create, test and execute digital campaigns
- **Social** - Create and post content to our social channels in line with scheduling
- **Reporting** - Provide regular reports on key metrics
- **Podcast** - Assist with organising interviews, liaison with editor, and publishing of Hectre's podcast (no experience required)
- **Be helpful** - Help the product, marketing and sales teams where they need it
- **Report directly** to the Marketing Manager

## Your skills and traits?

- You take initiative (you don't wait on others to tell you, you find out how to do things and make it happen)
- You get a buzz from providing a high standard of work (you plan out your work, pay attention to the detail, test as you go and ensure the end result is bang on)
- You are diligent (you know how to focus and complete work)
- You enjoy being creative (even if previous roles haven't provided scope for this)
- You are reliable (you do the things you said you would do)
- You support and appreciate others (we've got your back, and you've got ours)
- You know how to communicate well with others
- You're eager to learn new things

## Bonus points:

- Competent in WordPress
- Photo editing and/or graphic design skills
- Experience with mailchimp
- Google Analytics Certification (not required - free online)
- Knowledge of the horticulture industry (not expected at all)

## What's in it for you?

- Flexible working conditions. At Hectre, you'll have the option to work up to three days from home, with the remaining two days in our Auckland office. Prefer working in the office? No problem - come every day!
- A fun, driven, supportive, team culture and inspiring leadership that genuinely cares
- The opportunity to work for an award-winning company
- Opportunities for career growth and advancement (our team is continually expanding which brings lots of opportunity)
- The satisfaction of helping build something that makes a global impact for future generations
- Regular Social Events, Team Lunches and Pet days!

## How to apply:

Send your CV to [kylie@hectre.com](mailto:kylie@hectre.com) and tell us why you think you'd be a great fit for Hectre!

***Hectre***