

Bremworth

WOOLCARPETS+RUGS

Digital Marketing & E-Commerce Specialist

Auckland-based

Creative & dynamic role

Full time, with flexibility

Who are we?

Voted New Zealand's most trusted carpet brand for 9 consecutive years, Bremworth is a premium rug and carpet company with manufacturing facilities in Auckland, Napier and Whanganui. Guided by the purpose of finding a more sustainable way, Bremworth is on a transformational journey focused on helping consumers to bring more natural products into their homes and daily lives.

Our choice of fibre is New Zealand wool. Our 60+ years of experience has taught us that wool is not only 100% natural, biodegradable and renewable, but it's also a brilliant fibre for design innovation and overall performance on the floor.

With a large range of wool carpet styles and wool rugs available in custom shapes and sizes to suit your space, we've got the perfect solution to naturally soften and elevate your home interior.

Let's Go Good Together.

About the role:

This role provides a unique opportunity for a digital expert to join an iconic, purpose-led New Zealand brand on an exciting transformational journey.

If you're a creative thinker and love building strong brands through clever digital experiences, then this role could be perfect for you.

This is a permanent full-time position reporting to the Marketing Communications Manager.

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Background to the Marketing Team

We're a hub of creativity, having successfully developed and implemented new brand positioning to align with and amplify Bremworth's transformational journey.

As our business continues to transform and evolve at pace, we're looking for new talent to help supercharge our digital business and create an exceptional user experience.

We are a down to earth, creative, fast moving, fun and supportive team, so get in touch if this sounds like a good fit for you.

Key responsibilities

- Understand the customer and derive insights to improve targeting, segmentation, and end-to-end user experience to retain and convert customers
- Generate demand and traffic to Bremworth websites and optimise conversions
- Own social media channels, deliver content that builds brand loyalty and preference, community management engaging proactively with consumers and industry players
- Co-creation of the content calendar in collaboration with the internal team
- Own social media collaborations to drive clever brand placements in return for exposure to new relevant audiences.

This position will suit someone who has:

- A passion for creating content
- Strong knowledge of advertising and analytics platforms (GA, Facebook, Google Ads)
- Experience with Shopify CMS and understanding of SEO principles
- A curious mindset to use data to drive decision making
- A minimum of 3+ years' relevant digital marketing experience
- Commercial acumen
- Attention to detail
- A creative eye with Adobe creative suite experience
- A bonus would be a passion for interior design

What's in it for you?

An excellent opportunity to:

- Join a passionate, purpose-led company

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- Be a part of an ambitious and highly driven team
- Progress your career
- Be part of a supportive and people-centric work culture including flexible working hours