



Position Title: Digital Marketing Specialist

Date: July 2025

Location: Support Hub

Reports to: Head of Marketing

Who we are – Starbucks NZ:

Our Mission; with every cup, with every conversation, with every community – we nurture the limitless possibilities of human connection.

From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee but also connection. We are a neighbourhood gathering place, a part of your daily routine. Get to know us and you will see: we are so much more than what we brew. We call our employees partners because we are all partners in shared success. We are known to develop and support partners who are guided by the passion of providing service to others. We make sure everything we do is through the lens of humanity—from our commitment to the highest-quality coffee in the world, to the way we engage with our customers and communities to do business responsibly.

Why you'll love this role:

Imagine bringing the Starbucks experience to life through every digital moment. In this creatively charged and hands-on role, you'll craft meaningful connections with our customers—whether they're opening an email, browsing our app, or ordering their favourite drink. You'll work with smart, passionate people across the business, using data, design, and curiosity to shape journeys that feel seamless and personal. If you love mixing imagination with impact, and you're excited to make your mark on a brand people truly love—this role is for you.

Why this role matters:

This role helps Starbucks grow and connect with our customers in the digital world—turning everyday interactions into meaningful brand moments. By blending creativity with data and technology, our Digital Marketing Specialist ensures campaigns are not only seen, but truly felt. From loyalty journeys to in-store screens, this role plays a key part in making the customer experience seamless, engaging, and uniquely Starbucks. It's essential to how we show up, stay relevant, and build lasting relationships with the people who love our brand.

What you'll deliver in this role:

CRM & EDM Management

- Own and grow our customer database, drive smarter segmentation, targeting and testing
- Plan build and execute engaging, on brand email campaigns across lifecycle stages
- Optimise automated journeys that support acquisition, retention and reactivation
- Track campaign performance (opens, clicks, conversions) and apply insight to improve outcomes
- Help shape the future of our CRM and personalization capabilities
- Ensure EMD's reflect campaign themes, customer moments and the joy of the Starbucks experience.

Starbucks Rewards (Loyalty)

- Support the roll out and ongoing evolution of our rewards program
- Build and update rewards, communications and lifecycle messaging to drive frequency and value
- Analyse what's working (and what's not), then turn those insights into better customer outcomes
- Contribute to a culture of continuous improvement through experimentation and learning
- Align loyalty campaign to seasonal moments and core brand campaigns, delivering measurable results
- App management, product updates and seasonal content



Website & Ecom

- Manage day-to-day operations of our shopify store – ensure products, pricing and inventory are accurate and up to date
- Keep the website fresh and relevant with new landing pages, product updates and seasonal content
- Optimise user journey, SEO performance, merchandising flows for commercial impact
- Track e-commerce performance metrics and suggest action for improvement

Digital Screens and In-Store Experience

- Manage content and scheduling for digital menu boards and in-store screens including drive-thru
- Adapt and design digital content using adobe ensuring visual consistency and clarity
- Test, troubleshoot and publish content through our CMS tool
- Ensure in-store screen messaging is on-brand, on-time and aligned with broader campaigns

What you'll bring to the role:

- Minimum 2+ years' in digital marketing, CRM, or e-commerce role ideally in retail, hospitality or QSR
- Technically capable and digital fluent - you are comfortable learning and navigating a range of tools, platforms and systems (shopify, google analytics, adobe creative suite etc.)
- Experience with CRM platforms, email marketing tool and loyalty
- Strong mix of creative and analytical thinking
- Working knowledge of email platforms CRM systems, loyalty and Shopify.
- A blend of analytical and creative thinking—comfortable with both data and design tools (e.g. Adobe and Canva).
- Understanding of UX principles, SEO, and digital customer journeys.
- A can-do attitude, eagerness to learn, and ability to work both independently and cross functionally
- Effective communication and interpersonal skills
- Calm and professional approach under pressure
- Commitment to upholding Starbucks values and the Tahua Group standards

