

## Position Description

<b>Position Title:</b>	Social Media Coordinator	<b>Date:</b>	March 2026
<b>Location:</b>	Support Hub, Auckland	<b>Reports to:</b>	Brand and Community Lead
<b>Department:</b>	Marketing	<b>Direct reports:</b>	None

### Who we are:

Welcome to Ngahuia Retail, the retail arm of Tahua Group Ltd! We are the exciting home of New Zealand beloved brands: Number One Shoes + Hannahs and The Outlet. In 2021, our vision to become the ultimate footwear destination was brought to life when we united Number One Shoes and Hannahs as 'One Team.' Through hard work and passion, we achieved remarkable success!

Embracing change and opportunity, we launched 'The Outlet' in 2025 – a value-focused brand that exemplifies our commitment to innovation and growth.

Together, these unique brands form Ngahuia Retail – a powerhouse of distinct identities, audiences, and propositions. United as One Retail Team, we strive for excellence while celebrating the individuality of each brand. Join us on this exhilarating journey, where collaboration and creativity drive our continued success!

### Why you'll love this role:

As **Social Media Coordinator**, you'll play a key role in growing and evolving Ngahuia Retail's social media presence across our retail brands. This is a hands-on role focused on developing and executing social-first content that connects with customers, builds community, and supports our brand and trading priorities.

You'll thrive in a fast-paced retail environment where speed, creativity and strong execution matter. You'll bring our products, offers and brand personalities to life across key platforms, while staying ahead of trends and identifying new channels and content formats to drive audience growth and engagement. If you love social media, enjoy creating content that performs, and want to shape the evolution of how retail brands show up across platforms, this role offers real variety and impact.

### What you'll deliver in this role:

- **Social Media and Content Strategy:** Work closely with the Brand Manager and Brand & Community Lead to deliver a social strategy that drives both brand growth and commercial results.
- **Social Media Execution & Content Delivery:** Develop and execute a content delivery plan to produce engaging, on-brand social content across key platforms to support audience growth, engagement and brand presence. Manage day-to-day publishing and scheduling, ensuring content is delivered accurately, on time and aligned to trading priorities and brand direction.
- **Channel Diversification & Trend Leadership:** Stay current on social trends, platform updates and new content formats, identifying opportunities to diversify channels and evolve how our brands show up in

the market. Bring fresh ideas and test-and-learn thinking to support innovation and performance, including short-form video and emerging platform opportunities.

- **Content Creation & Creative Coordination:** Create social-first content including short-form video, photography, captions and creative adaptations using available tools and templates. Collaborate with the Brand and Design team to brief and source creative as needed, including planning and coordinating social content creation days with a photographer.
- **Community Management & Customer Engagement:** Monitor and manage community engagement across platforms, responding to customer comments and messages in a timely and professional manner. Escalate customer issues appropriately and contribute to maintaining a positive, consistent customer experience across our social channels.
- **Influencer & Creator Partnerships:** Support influencer, creator and brand ambassador relationships by coordinating activity, content requirements and deliverables to ensure partnerships provide value and align to brand objectives. Assist with briefing and content capture where required.
- **Performance Reporting & Continuous Improvement:** Track and report on key social performance metrics including engagement, reach, follower growth and content performance. Use insights to improve content planning and execution, helping the team refine what works and identify opportunities to strengthen performance across channels.
- **Cross-Team Collaboration:** Work closely with Ecommerce, Brand, Design, Buying and Retail teams to ensure social content supports promotional plans, campaigns and product priorities, and contributes to a cohesive and consistent brand presence across channels.
- **General brand support:** As and when required, provide support to the wider brand and marketing team.

#### **What you'll bring to the role:**

- 2+ years' experience in social media, content or digital marketing (retail experience preferred)
- Proven experience managing social accounts and driving engagement and follower growth
- Strong understanding of social media trends, formats and best practices across platforms
- Capability in short-form video creation, basic editing and social-first content production
- Experience using scheduling tools such as Meta Business Suite, Later (or equivalent)
- Confidence working with influencers/creators and managing partnership deliverables
- Strong writing skills and an ability to adapt tone of voice across brands
- Understanding of paid social and boosting principles, and how social content supports performance
- Comfort using metrics and insights to improve content and channel results
- Strong stakeholder management and collaboration skills
- High attention to detail and pride in delivering quality content consistently