



Position Title: Digital Marketing Specialist

Date: July 2026

Location: Support Hub

Reports to: Head of Marketing

Who we are – Starbucks NZ:

Our Mission; To be the premier purveyor of the finest coffee in the world, inspiring and nurturing the human spirit – one person, one cup and one neighbourhood at the time.

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:

This is a fast-paced, hands-on digital role at the centre of how Starbucks New Zealand shows up to customers across email, app, website, e-commerce, loyalty, digital screens and seasonal campaigns. You will bring campaigns to life end-to-end: building emails, briefing app updates, managing website content, coordinating loyalty activity, reporting on performance and rolling up your sleeves when the team needs support for influencers, store launches or events.

The role suits someone who has strong digital experience, enjoys pace and detail, and is equally comfortable in the data, the design tool, the CRM platform, the app brief and the store launch checklist. It is not a purely strategic role and it is not a junior support role. It is a practical, commercially minded digital specialist role for someone who can own the work and execute it well.

Why this role matters:

This role is central to bringing Starbucks New Zealand's digital campaigns and customer moments to life.

Each year, Starbucks NZ launches approximately seven seasonal limited-time beverages, alongside core beverage launches, Sparks LTOs, loyalty moments, app offers and e-commerce activity. The Digital Marketing Specialist ensures these launches are aligned and live across every relevant digital platform, with accurate content, strong customer journeys, clear reporting and measurable commercial outcomes.

This is a fast-paced, hands-on role that blends digital execution, creativity, data and cross-functional coordination to drive customer engagement, loyalty participation, app usage and digital sales.

What you'll deliver in this role:

CRM, EDM and lifecycle marketing

- Own the planning, design, build, testing, scheduling, sending and reporting of customer emails and EDMs.
- Manage the CRM calendar across email, push notifications, app messages and promotional campaigns, ensuring alignment to the wider marketing calendar.
- Build and optimise customer journeys across acquisition, onboarding, retention, reactivation, lapsed customers and promotional activity.
- Use segmentation, targeting, testing and personalisation to improve engagement, conversion, redemption and frequency.
- Track performance across opens, clicks, conversions, redemptions, revenue contribution and customer behaviour, turning insights into recommendations.
- Maintain data hygiene, consent requirements, unsubscribe processes and customer communication best practice.

Starbucks Rewards (Loyalty)



- Support the ongoing evolution and day-to-day management of Starbucks Rewards in New Zealand.
- Build, update and coordinate loyalty campaigns, Sparks LTOs, app-exclusive offers, member communications, bonus offers and lifecycle messaging.
- Work with the Head of Marketing to translate loyalty objectives into practical digital activity that drives frequency, active member growth and customer value.
- Align loyalty and Sparks activity to seasonal promotions, LTO beverage launches and core brand campaigns.
- Own marketing content updates for the Starbucks NZ app, including campaign tiles, product content, offer messaging, banners and seasonal content.
- Prepare clear briefs for IT and app partners, covering objectives, customer journeys, offer mechanics, copy, creative requirements, timing and testing.
- Coordinate app testing before launch, checking links, imagery, copy, dates, pricing, offer visibility and customer experience.

Website and e-commerce

- Manage day-to-day website and Shopify e-commerce updates, ensuring products, pricing, imagery, descriptions, inventory information and campaign content are accurate and up to date.
- Build and update landing pages, product pages, campaign pages and seasonal content to support promotions, beverage launches, merchandise and online sales.
- Manage e-commerce merchandising, promotional codes, digital product launches and online customer journeys.
- Track e-commerce metrics, website traffic, conversion, product performance and campaign effectiveness, then recommend improvements.
- Maintain basic SEO hygiene, UX improvements and content accuracy across key digital pages.

Seasonal promotion and beverage launch activation

- Support the delivery of approximately seven seasonal promotional platforms each year, alongside LTO beverages, Sparks LTOs and core beverage launches.
- Ensure each launch is accurately activated across CRM, app, website, e-commerce, loyalty, digital screens and reporting platforms.
- Manage tight launch timelines and multiple campaign requirements without compromising accuracy.
- Create and maintain digital launch checklists covering assets, copy, links, offers, app requirements, audience segments, email sends, push notifications and reporting.
- Partner with the marketing team to ensure digital channels match in-store messaging, creative and customer experience.

Reporting, insights and optimisation

- Own regular reporting across CRM, loyalty, app, website, e-commerce, social/digital support activity and seasonal campaign performance.
- Build simple, useful dashboards and post-campaign reports that show what happened, why it mattered and what should happen next.
- Report on email engagement, push performance, app activity, offer redemption, loyalty member activity, e-commerce sales, website metrics and campaign contribution.
- Use reporting to identify opportunities to improve customer frequency, digital conversion, loyalty engagement and repeat purchase.
- Share clear insights with the Head of Marketing and cross-functional teams in a way that supports fast decision-making.

What you'll bring to the role:

- Minimum 5+ years experience in digital marketing, CRM, e-commerce, loyalty, app marketing or customer lifecycle marketing, ideally in retail, QSR, hospitality, FMCG or a high-volume consumer brand.
- Strong hands-on experience building and sending emails, managing CRM activity, updating digital platforms and reporting on performance.



- Experience with CRM/email platforms, loyalty platforms, Shopify, Klaviyo or similar platforms, website CMS tools, Google Analytics and digital reporting tools.
- Experience briefing IT, app partners or technical vendors, with the ability to translate marketing needs into clear technical and customer journey requirements.
- Good design capability and confidence using tools such as Canva, Adobe Creative Suite or similar to create or adapt campaign assets within brand guidelines.
- Strong attention to detail across copy, links, pricing, dates, imagery, offer mechanics and customer-facing content.
- Analytical mindset with the ability to interpret data and turn it into practical recommendations.
- Highly organised, deadline-driven and comfortable managing several launches or campaigns at the same time.
- Commercial mindset and understanding of how digital activity drives frequency, retention, loyalty, app engagement and sales.
- Strong communication skills and confidence working cross-functionally with marketing, IT, operations, stores and external partners.
- Bring a team-first mindset and be willing to help outside the core digital remit when required to deliver a successful launch.
- Stay calm and organised in a high-speed environment with competing deadlines, last-minute changes and multiple stakeholders.
- A calm professional approach under pressure and commitment to upholding Starbucks values and Tahua Group standards.

