NGAHUIA

Position Description

Position Title:	Partnerships & Community Activation Specialist	**Date:**	November 2026
Location:	Support Hub, Auckland	**Reports to:**	Business to Business & Merchant Partnerships Manager
Department:	Operations	**Direct reports:**	None
Status:	Full-time, permanent	**Company:**	Ngahuia Retail Limited

Who we are:

Welcome to **Ngahuia Retail**, the retail arm of Tahua Group Ltd. We're home to two exciting and great Kiwi businesses: **Number One Shoes + Hannahs, and The Outlet.**

Number One Shoes + Hannahs is a heritage footwear retailer with deep roots in Kiwi communities, bringing together two of New Zealand's most recognised shoe brands under one banner. **The Outlet**, launched in 2025, brings great value across a range of leading brands.

As **One Retail Team**, we celebrate the individuality of each brand while staying united by a shared passion for great customer experiences, bold thinking and future-focused retail.

Why you'll love this role:

This is a hands-on, on-the-ground role that turns agreed partnerships into real activity in stores, at events and in our communities. You'll be the go-to person for delivering national, merchant and B2B partnerships and community initiatives across all Ngahuia Retail brands.

Reporting to the **Business to Business & Merchant Partnerships Manager**, you'll take opportunities once they're agreed and bring them to life. You'll work closely with our Brand & Marketing team and coordinate partners, stores, suppliers and internal teams. You'll travel regularly, see the impact of your work first-hand, and build relationships that grow brand love and commercial results.

Role purpose

To coordinate and deliver partnership, B2B, community and activation activity across Ngahuia Retail, so the business gets full value from its partnerships and frees senior roles to focus on strategy and growth.

The role delivers what has been agreed. Strategy, negotiations, contracts and budget approvals stay with the Business to Business & Merchant Partnerships Manager. The role sits in Operations, with strong cross-functional collaboration with Brand & Marketing.

Key relationships:

Relationship	Who	Nature of the relationship
Line manager	Business to Business & Merchant Partnerships Manager	Sets priorities and objectives, approves budgets and commercial decisions, receives results for ROI reporting

Relationship	Who	Nature of the relationship
Internal	Brand & Marketing (Brand Manager, Social Media Coordinator, Performance Marketing Specialist)	Brand standards, creative briefs, social and eDM content, campaign alignment
Internal	Retail Operations, store teams and Visual Merchandising	In-store activations, promotional materials, staff communications and follow-up
Internal	Merchandise / Buying	Partner merchandise launches, product promotions, supplier liaison
Internal	E-commerce / Digital and IT	Online promotions, partner offers and codes, merchant system set-up
Internal	Finance	Purchase orders, invoices, B2B account set-up and spend tracking
External	National partners (e.g. sporting bodies and their clubs)	Day-to-day delivery contact for activations, match days and sponsorship deliverables
External	Merchant and payment partners (e.g. Afterpay, Laybuy/Klarna, ZIP, Farmlands, True Rewards)	Campaign calendars, coupons, co-branded activity and partner marketing packages
External	Schools, sports clubs, gyms, corporate and community groups	B2B campaigns, bulk orders and community initiatives
External	Suppliers, agencies, venues, ambassadors and influencers	Event logistics, materials and partnership activity

What you'll deliver in this role:

Area	What you'll deliver	How success is measured
National partnership delivery	Where a national partnership exists, be the day-to-day delivery contact for the partner and its member organisations. Deliver event and match-day activations, partner merchandise launches and linked community initiatives. Track contracted rights and sponsorship deliverables.	All contracted rights actioned on time; deliverables tracker current; positive partner feedback
Merchant & B2B partner activation	Coordinate day-to-day activity with merchant partners: campaign calendar placements, exclusive coupons, standalone promotions and co-branded activations. Support B2B campaigns and bulk-sale activity with schools, sports clubs, gyms, corporate and community groups.	Partner campaigns live as planned; B2B enquiries and orders actioned within agreed timeframes
B2B account administration	Set up and maintain B2B customer and partner accounts, offer codes and records with Finance, E-commerce and IT. Act as a single point of coordination so work isn't double-handled across teams.	Accurate account records; fewer handoffs and delays reported by stakeholders
Events & brand activations	Plan and deliver events and activations in stores, at venues and in the community. Manage timelines, suppliers, materials, bookings, travel and staffing, including set-up and pack-down.	Events delivered on time, within budget and to brand standard
Community engagement	Build relationships with local communities, schools, clubs and ambassadors. Identify grassroots opportunities and bring them to the Manager for approval.	Pipeline of community opportunities; agreed initiatives delivered

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Area	What you'll deliver	How success is measured
Partner marketing coordination	Work with Brand & Marketing to deliver partner marketing packages. Brief creative, supply content for social and eDM, and coordinate in-store activity with Retail Operations and VM. Marketing keeps ownership of channels and content direction.	Briefs on time and approved first round; activity consistent across stores and channels
Brand consistency	Make sure all partner, event and community touchpoints follow the brand standards set by the Brand team for each Ngahuia brand. Escalate anything off-brand.	No off-brand partner or event material released
Budget tracking & admin	Track spend, purchase orders, invoices and travel costs against approved budgets. Keep project trackers and action lists up to date.	Spend reconciled monthly; no unapproved spend
Insights & reporting	Capture results, feedback and learnings from every activity. Supply the data the Manager needs to report ROI, sales growth and partner value.	Post-activity reports within two weeks; learnings used in future plans

What stays with the Business to Business & Merchant Partnerships Manager

Partnership and B2B strategy, finding and negotiating new partners, contracts, budget ownership and approvals, and overall commercial performance. The role escalates any commercial decision to the Manager.

What you'll bring to the role:

Experience

- 3+ years' experience in partnerships, events, community marketing, sponsorship activation or B2B account coordination.
- Proven experience delivering events, activations or community initiatives from planning to execution.
- Experience working with external partners, suppliers, agencies, venues or sports clubs.
- Retail or multi-brand experience is an advantage.

Skills

- Excellent organisation and project coordination, with confidence juggling multiple priorities and timelines.
- Strong communication and relationship-building skills with internal teams and external partners.
- Commercial awareness, with an understanding of how partnerships and activations drive sales.
- Confident managing budgets, purchase orders, invoices and administrative detail.
- Familiarity with retail systems, POS and payment or merchant platforms.
- Proficient in Microsoft Office or similar tools; comfortable with project trackers and reporting.

Attributes

- Practical, adaptable and solutions-focused, with a hands-on approach.
- Brand-minded, with a passion for building brand love and community connections.
- Data-informed, using results and feedback to improve future activity.
- Represents the business professionally at events and partner engagements.
- Resilient in a fast-paced, evolving retail environment.

Requirements

- Current full driver licence.
- Willing to travel regularly throughout New Zealand, including occasional overnight stays.
- Able to work outside standard hours for match days, events and activations.

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