

# Account Executive POSITION DESCRIPTION



**SURF LIFE SAVING®**  
NEW ZEALAND

*In it for life*

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| <b>Reports To:</b>        | Commercial Manager  |
| <b>Location:</b>          | Auckland, office-based  |
| <b>Position Status:</b>   | Permanent role, 40 hours per week   |
| <b>Direct Reports:</b>    | N/A   |
| <b>Key Relationships:</b> | SLSNZ Partners & Preferred Suppliers, Partner Agencies, SLSNZ team, SLSNZ Members & Clubs |

## ABOUT SURF LIFE SAVING NZ

**Surf Life Saving NZ (SLSNZ)** is a **charity** and relies on the generosity of the public, commercial partners, foundations and trusts for donations and financial contributions in order to lead and support our incredible front line **volunteer lifeguarding services**. We are the national association and represent 74 surf lifesaving clubs with 18,000+ members, including more than 5000 volunteer lifeguards, who patrol over 90 locations in summer, and provide emergency rescue services throughout the entire year across Aotearoa.

As New Zealand's leading beach water safety, drowning prevention and rescue authority, we are truly unique, delivering proactive lifeguarding & essential emergency rescue services, a range of public education beach safety programmes, member education, training & development as well as a highly respected sport.

## OUR VALUES

Credibility • Transparency • Passion • Aspiration

## POSITION PURPOSE

The purpose of this role is to provide crucial support to the Commercial Manager in delivering exceptional servicing and activation of agreements for our commercial partners and preferred suppliers. The Account Executive serves as a vital link between SLSNZ and our existing partners managing day-to-day affairs to ensure high levels of partner satisfaction. This role also contains aspects of business development support in researching prospective partners and developing preferred supplier rebate opportunities.

## PERSONAL ATTRIBUTES

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| <b>High attention to detail</b>        | You'll impress with your perfect grammar, methodical & systematic approach and organisation skills   |
| <b>Ability to work under pressure</b>  | You can manage a multitude of competing deadlines whilst keeping composed in a fast-paced environment  |
| <b>Can work alone and autonomously</b> | You have the confidence to undertake assigned tasks without being micro-managed but the wisdom to ask questions and seek answers if in doubt   |
| <b>Initiative &amp; reliability</b>    | You are nimble and can think on your feet, you see things through and you'll deliver. Your work ethic is on point.   |
| <b>Enthusiasm</b>                      | You are excited about our SLSNZ story & the incredible work our volunteer lifeguards undertake. You are keen to deliver impeccable service to our partners, ensuring that their objectives are met and their support acknowledged. You have a sense of humour! |

## SKILLS & QUALIFICATIONS

- A commerce degree in Marketing, Business or Management (or a relevant field).
- Exceptional computer skills in all Microsoft Office packages including word, excel, power point, outlook
- Experience in a similar role or at least 1-2 years in an Account Coordinator's role
- An understanding and the ability to undertake website content management & social media including Facebook, Instagram and Twitter
- Ability to use canva, mail chimp, survey monkey, campaign monitor, Photoshop, Indesign and other similar products would be an advantage.
- Experience in sales as well as an understanding of the sales process and branding principles is ideal
- Exceptional writing & communication skills - You'll prove yourself a wordsmith, a good listener and a good talker and have the ability to connect to a wide-range of people
- Event management
- Full driver's licence

## KEY RESPONSIBILITIES

Please note that the following list describes duties that the appointee will be expected to undertake. It should not be regarded as a complete and exhaustive list and does not prevent the addition, alteration or deletion of duties from time to time as determined by the Commercial Manager. KPI's to be discussed and determined by the Commercial Manager & the Account Executive. It is inherent in all areas of work that our team are required to apply and uphold the values and competencies of SLSNZ.

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| <b>Partner Servicing</b>                                  | Liaising directly with partners or their agency contacts via email and over the telephone, or face-to-face on day-to-day activity and queries.                    |
| <b>Rebate programme coordination &amp; implementation</b> | Coordination & implementation of all rebate programmes including collation of quarterly sales reports & rebates, request for invoice generation and payments      |
| <b>Activation of partner programmes</b>                   | Coordinate and assist the Commercial Manager with the activation of all Major & Gold partner programmes and campaigns in line with deadline & budget requirements |
| <b>Partner Branding</b>                                   | Ensure all partners' brand guidelines and logos are current and correctly used by the SLSNZ team and across all communications channels.                          |
| <b>Partner Deliverables Documentation</b>                 | Update, coordinate and maintain all contract deliverable documentation & spreadsheets   |
| <b>Partner Files</b>                                      | Maintenance of all partner files, electronic and soft copy ensuring they are up to date in a timely manner  |
| <b>Partner Events</b>                                     | Event planning, management and implementation of all partner functions  |
| <b>Partner Updates</b>                                    | Provide regular SLSNZ updates on key activity to all partners using campaign monitor  |
| <b>New Partner Prospects</b>                              | Assist the Commercial Manager in Researching New Partner Prospects  |
| <b>Contra Accounts</b>                                    | Coordinate and monitor all partner contra accounts and allocations  |
| <b>Preferred Supplier Manual &amp; Order System</b>       | Review and develop an effective system for the promotion and ordering of all preferred supplier surf rescue equipment and accessories                             |
| <b>Website Content Management</b>                         | Review, develop, manage and coordinate all website content for partner & supplier pages including analysis of website traffic using Google Analytics              |
| <b>SLSNZ Sunscreen Sales</b>                              | Help develop, coordinate and implement the sales strategy for SLSNZ's sunscreen range   |
| <b>Club &amp; SLSNZ Team Updates</b>                      | Provide regular partner updates on key activity to all SLSNZ clubs & staff using campaign monitor   |
| <b>Reporting</b>  | Develop effective reporting systems for all partner campaigns and activations   |
| <b>Other Duties</b>                                       | Other duties as reasonably requested  |

