



Position Description

Marketing Manager

Title	Marketing Manager
Position Type	Full time
Reports To	Kerry Quin <i>Note: Nanogirl Labs operates a cross-functional team structure. You may be asked to lead or operate within a number of 'Squads' – those squads operate autonomously, and will be responsible for establishing your tasks and deliverables.</i>
Hours of Work	Flexible - 0.8 FTE
Key Relationships	Nanogirl Squads and Project Leads Third-party experts / consultants Content Specialty staff, Media & related suppliers
Place(s) of Work	Nanogirl Labs' offices are in Ponsonby. We are a remote first company, and flexi-time . You can work from anywhere, and at times to suit you around team collaboration and specific project needs.

About Nanogirl Labs

Nanogirl Labs is trying to change the world. We inspire, educate and empower through STEM – science, technology, engineering and maths.

We are curious and passionate, and through our work combine our love of science and technology with a deep love of people, and a belief in their potential.

We care about the world at large, but one key mission that drives us is the belief that everyone – *Everyone* – should have access to quality science and technology education, and that the future of our communities depends on that urgent mission. To make that happen we create surprising, delightful and impactful experiences that are both educational and entertaining.

Founders Joe Davis and Dr. Michelle Dickinson created Nanogirl Labs in 2016. The company currently owns and runs the 'Nanogirl' brand – a children's character focused on exciting and inspiring young people in STEM fields, and 'The Kitchen Science Cookbook' – a recipe book empowering parents to explore science at home with their children.

We are a socially conscious business. We assess and care for our impact, alongside our profitability, and actively seek ways to engage and educate those who might otherwise be left behind.



About this job

We're looking for a dynamic and proactive Marketing Manager for an immediate start. This is a key position at Nanogirl Labs which contributes to nearly all projects and streams of work across the business.

This role covers a range of responsibilities across marketing, brand development and customer engagement. It'll suit someone with a strategic mind who can communicate amazingly, has a deep understanding of digital and social media, an eye for design and a strong background in marketing. You'll be people-centric, adapt well to the changes that come in a fast-paced business, take care of details, and share our passion for positive change. If you read on and think "I could do that!", we would love to hear from you.

Your role will be to help us as we develop our brands and products, creating marketing campaigns to tell our stories and create lasting relationships of value for our customers and stakeholders. You'll help us leverage PR opportunities, create compelling digital and social media content, and find new creative ways for Nanogirl Labs to engage with the community.

This role is 0.8 FTE (approx 32 hrs per week), and - if it's the right move for both parties - there is the potential for additional hours as the company grows and new projects arise.

The work we do (and the lives we choose) means we're on the move a lot of the time. Our goal is to create a 'remote first' working environment, meaning that our starting point is 'you work where you want to work' - wherever that is in the world - and as far as possible work your hours when you want (allowing for collaboration and deadlines!).

We should note that, around that flexibility, there will be times where we need the team together to collaborate, or set direction, and your input and contribution in these would be key in keeping up momentum of a project's development.

We're a company deeply focussed on our mission, and in everything we say or do, we are:

- **Friendly** – a highlight in someone's day
- **Generous** – we look to deliver surprise and delight moments
- **Energetic** – we have a lot to achieve, and an exciting mission
- **Efficient** – we set good expectations and deliver on them
- **Effective** - We do what we say we'll do, and a bit more
- **Responsible** – we own our mistakes and put things right.
- **Grateful** – We value and appreciate the time people give to help us with our mission.
- **Understanding** – We have empathy and are considerate.
- **Inclusive** – we welcome and celebrate differences.
- **Learning** – we can always be better, and we find the learning opportunities in all that we do.
- **Honest** - We value our integrity above all else.

As well as sharing these values, we want someone who can:

- Communicate brilliantly. Whether in person, on the phone, through imagery or in writing, you communicate professionally and with heart. You are a gifted storyteller with an intuitive sense of what matters to your audience. You can move people to act. You can clearly convey details, persuade, build support, set expectations...you also care about people, and they feel that as you communicate with them.



- Build on and maintain our digital presence. Digital marketing is a significant aspect of our connection with the public, and a deep, experienced understanding of that world will be critical. Social media is a key aspect of the role, and you'll be able to demonstrate experience in growing audiences and revenue through social channels.
- Bring a creative eye for design and proven skills in marketing to our projects. We think you'll possibly have previous experience with creating and executing marketing strategies/campaigns that capture the hearts of parents and families.
- Adapt and take on various support tasks when needed. You'll need to be a quick learner and enjoy the idea of a challenge; some projects come through very quickly and can be resource intensive (meaning all hands on deck!). Adaptability is a valuable attribute.

Characteristics

These are things that we think you'll need to be successful in this role:

- Kind, and fit in well with our operating style and values.
- Driven, with a love for making things happen.
- Looking to take on a significant challenge in an organisation squarely in growth mode.
- Super organised, with a systematic approach to work.
- Calm under pressure.
- Able to communicate well and be willing to listen and learn.
- Skilled on the computer - adept with word processing and advanced spreadsheets, comfortable working in cloud apps like Google Drive, and skilled with using design software in the Adobe suite (crucial).

.... And maybe you'll have some other amazing and valuable skill/experience that we haven't even thought of that would make you great at this job. We still want to talk to you.

Contact

Please send your CV and a cover letter to work@nanogirllabs.com by **Monday 26th August 6pm**.

If you have any questions, feel free to get in touch with CEO, Joe Davis (joe@nanogirllabs.com).