Job Description

Job Details

Title	**Global Marketing Manager**
Reports to	CEO
Channels	Grocery, eCommerce and Digital
Region	Global
Markets	New Zealand, Australia and North America
Location	Auckland

Job Scope

Challenge	ALU is scaling fast — three new grocery accounts, doors growing from 2,000 to 3,000, and a plan to triple revenue over the next three years. As we scale, Marketing needs to operate with the same pace and discipline. This role will own how we execute marketing across grocery, eCommerce and digital — supporting our partners and customers in New Zealand, Australia, the United States and Canada. You'll have input into the strategy — and ownership of turning it into commercial results. Success means building and executing repeatable playbooks rather than one-off activity, holding a disciplined operating rhythm with Sales, and closing the loop from brief to execution, measurement and learning. This is a role for someone who self-manages, gets work out the door at pace, measures what works and keeps improving. **Role Purpose:** Execute and continuously improve ALU's Marketing Operating System to grow Animals Like Us into a well known and loved global brand using best in class marketing principals — by delivering integrated marketing programmes that grow distribution, increase trial, improve retail velocity and maximise the return on every dollar of marketing investment. **Key outcomes:** 1. Marketing operates through disciplined, repeatable playbooks and systems 2. Every marketing investment supports a commercial priority 3. Grocery growth accelerated through integrated online and digital execution 4. Marketing measurably contributes to new distribution, trial, velocity and ROI 5. Sales and Marketing operate as one commercial team 6. A scalable marketing capability that supports growth across all markets
About ALU	Animals Like Us is a New Zealand-headquartered pet food company built on a simple belief: our pets are animals like us, and deserve food that is natural, nutritious and delicious. We are ultra-premium by design and deliberately lean, selling across New Zealand, Australia and North America. Marketing is how we turn that belief into distribution, trial and repeat purchase in every market we play in.

Accountabilities

	#	Accountability (outcome focused)	KPIs
Key Accountabilities	**1.**	**Marketing Operating Rhythm:** **Own the marketing plan that delivers ALU's marketing strategy — by market and channel — and run the cadence that keeps it on track.** • Translate commercial priorities into annual and quarterly marketing plans by market and channel. • Own the marketing calendar and ensure planned activity is executed on time.	• Annual and quarterly plans delivered by market / channel • Marketing calendar executed • Budget managed within plan • Monthly Sales & Marketing reviews completed

	#	Accountability (outcome focused)	KPIs
		• Manage the marketing budget within the allocation set by the CEO, and recommend reallocation where performance justifies it. • Run monthly Sales & Marketing reviews and hold the operating rhythm across the team. • Take ownership of the playbooks, systems and templates, and continuously improve them in use.	• Playbooks and systems continuously improved
	2.	**Execute Growth Playbooks:** **Run repeatable playbooks that win new distribution and accelerate retail performance.** • Execute integrated launch playbooks across grocery, eCommerce and digital, applying the brand and product messaging framework set by the CEO as Creative Director. • Coordinate product launches end to end — timing, assets, retailer requirements and in-market activation. • Sequence market entry and campaign activity by priority — a lead market at full depth, supporting markets at a lighter cadence — rather than running all four markets in parallel at equal intensity. • Deliver retailer activations and shopper programmes that support distribution objectives. • Run influencer campaigns and retail media to build awareness and drive rate of sale. • Ensure every major launch has digital activation behind it.	• Launches delivered on time • Distribution objectives achieved • Launch velocity / ROS targets achieved • New market entry timing vs. plan • Retail execution excellence • Digital activation delivered for every major launch
	3.	**Partner with Sales to Grow Existing Business:** **Work alongside Sales so marketing effort lands where the accounts are.** • Build and execute the marketing component of key account plans with the sales team. • Deliver customer marketing initiatives that increase trial and improve sell-through. • Leverage Amazon, social and retail media to grow velocity within existing distribution. • Give retailers the content, assets and activation support they need to sell ALU.	• Key account plans executed • Customer marketing initiatives delivered • Growth in trial and retail velocity • Sales growth from marketing activity • Retailer satisfaction
	4.	**Maximise Marketing Assets & Content:** **Get more out of every asset ALU creates.** • Manage ALU's central marketing asset library so content is organised, findable and current. • Run the owned content and social engine at a consistent cadence — website, CRM / email, organic social and PR. • Coordinate website and digital platform updates — product pages, new SKU listings, retailer and Amazon content, and DTC changes — so what is live matches what is in market. • Repurpose content from launches, influencer campaigns and customer activations across retail, eCommerce, Amazon, social, CRM and sales channels. • Brief and coordinate freelance designers, agencies and specialist partners, and hold them to deadlines and quality.	• Asset utilisation across markets and channels • Content available when required • Consistent brand execution across every market and channel • Efficient management of external partners
	5.	**Measure Marketing Effectiveness & Continuous Improvement:** **Close the loop on every investment.**	• Marketing ROI • Distribution, trial and velocity objectives achieved

	#	Accountability (outcome focused)	KPIs
		• Run the brief → execute → measure → learn → improve loop on every activation, measuring each investment against its commercial objective. • Complete post-campaign reviews and capture the learnings in the playbooks. • Optimise future campaigns based on what the data shows. • Refine ALU's marketing systems and operating rhythm as the business scales.	• Campaign performance against objectives • Post-campaign reviews completed • Continuous improvement initiatives implemented

Key Relationships

CEO	• Direct manager. Owns ALU's overall strategic direction and the marketing strategy, brand proposition and creative direction; approves the annual marketing plan and budget. • Regular WIP on plan delivery, campaign performance and marketing ROI.
CMO Advisor	• Fractional specialist supporting the CEO to set the marketing strategy, define the job to be done, and build the playbooks and systems this role inherits. • Advises on the annual marketing plan, budget and investment priorities, and supports the monthly and quarterly review process. • Support tapers as the Marketing Manager beds in.
VP Sales, North America	• Marketing plans, launches and customer activation across the US and Canada • ~~Joint owner of the commercial~~ Monthly Sales & Marketing review.
Country Manager – ANZ	• Marketing plans, launches and customer activation across New Zealand and Australia. • Monthly Sales & Marketing review.
CFO	• Marketing budget, spend tracking and ROI reporting.
Agencies, freelancers & fractional specialists	• Brief, coordinate and hold to account the designers, agencies and channel specialists (including Amazon) delivering ALU's content and campaigns.
Retail & eCommerce Partners	• Retailer marketing teams and platform partners — joint activation, retail media and shopper programmes.
In-Market Distributors	• Provide the assets, content and activation support partners need to build the brand in market.

Success Profile

Know How (Knowledge fit)

Skills, knowledge & experience	• 8+ years in commercial marketing across FMCG, pet food or premium consumer brands, including launching products through grocery retailers and taking a New Zealand or ANZ-origin brand into international grocery and eCommerce channels — ideally through a small or founder-led marketing function. • Experience planning and running trade shows and retailer activations. • Strong commercial, analytical and project management capability — owns the plan, the budget and the measurement, and builds repeatable playbooks and systems rather than one-off activity. • Strong written communication and copywriting — can write the brief and the copy that goes with it. • Experience managing agencies, freelance creatives and external partners to deadline and quality. • Experience across paid, earned and owned channels — Amazon and retail media, influencer and content creator programmes, PR, and website / CRM / social — with the analytics capability to read performance and refine tactics by platform. • Demonstrated ability to use AI to improve planning, content creation, workflow automation and marketing productivity. • Thrives in a lean, high-growth business — has built from scratch rather than inheriting an established team or infrastructure.

Can Do (Capability fit)

Personal characteristics	• Operator as much as strategist — plans it, then executes it personally. • Disciplined and organised, with the rigour to hold an operating rhythm across markets and time zones. • Commercially minded — connects every piece of marketing activity to distribution, trial, velocity or ROI. • Collaborative, with the influencing skills to work as one team with Sales. • Aligned with ALU's five commitments — particularly Pace. Progress. Scale. and Create Our Own Path. • Genuine interest in pets and nutrition.

Organisation Structure

