

Head of Martech

Pan Trade Me

Reports to:	Position Level:	Direct Reports:	Location:	Job Code:
Marketing Director	PLG	Yes	Wellington or Auckland	Level 7

Who is Trade Me?

Trade Me delivers value to Aotearoa through helping Kiwi create the life they want, whether that's finding a property, vehicle, career or new and used goods. Our vision is to be the place "where Kiwi look first".

Our Values:



Customer Aroha



No 'I' in Trade Me



Don't be a dick



Hunger like Ed

Why this role is important to us:

Trade Me has a significant opportunity to grow its audience through marketing technology, owned channels and data, and this key senior role, leads that charge. You'll lead our Lifecycle and Customer Data teams, and work closely with our product, engineering and marketing leadership to ensure our foundations are strong and our first-party data is working as hard as it can across every vertical and channels to deliver strong business results.

The team that you lead is the engine for audience growth with your vision helping Kiwi benefit from more relevant, personalised and timely customer lifecycle experiences at every stage of their journey. You know how to leverage data and customer journeys to maximise performance across all marketing channels - owned or paid. You'll set the vision alongside your leadership team and empower teams to leverage our Martech stack to the fullest. Your curiosity around AI means you successfully drive adoption across the marketing guild, identifying the highest-value use cases and ensuring Trade Me is leading in this space.

You'll lead with our company values at the heart of everything you do.

What you're responsible for:

- **Customer communications strategy and growth:** Ensuring we deliver the best personalised communications that attract, engage, retain and convert Kiwi using Braze to its fullest, on and off product - driving a better customer experience and audience growth across core business metrics.
- **Data-driven acquisition:** How we improve and leverage our formidable first-party data to power better personalisation and high-ROI paid and owned channel marketing through targeting, segmentation and suppression models that cut waste across all performance spends.
- **Marketing technology and AI:** Own the vision and roadmap, with our Customer Data and Martech Manager and Senior Marketing Automation Manager for our Martech stack. Lead AI adoption across the marketing guild with our Senior Marketeers, identifying the highest-value use cases and getting the team adopting and implementing for impact and showing measurable impact.
- **Team leadership and influence:** Build and lead a high-performing Martech team, who are engaged, challenged, comfortable to experiment, to push boundaries and results driven. Act as the key bridge between marketing, product, engineering, and platform partners. Play a key role & contribute to the wider Senior Marketing Leadership team, with a full TM view.

What success will look like:

- **Growth in owned channels:** Lifecycle delivers consistently against business objectives. There is a clear roadmap and strategy, informing our decisions and underpinning our ambitions. You have a deep understanding of Braze in order to challenge for impact
- **Paid media efficiency improves:** Through better targeting, reporting, capability uplift and use of tools, we see improvement in our investment efficiency
- **The Martech stack is simplified, well-governed and actively used.** You have proactively found and enabled the best Martech tools for our teams and the platforms are being utilised effectively. You'll lead the business requirements for new builds, partnering with Engineering and Procurement to ensure we optimise our martech and maximise ROI.
- **AI is embedded in how the team works and we're visibly ahead of competitors on this:** You lead the strategy for Marketing AI. You'll work with domains to identify and implement the tools that reduce manual toil and drive greater impact for Kiwi.
- **Team Growth and Capability uplift:** Lead and mentor a high-performing specialised team. You'll foster a culture of *Hunger like Ed* always looking for a better, smarter way to do things. Our people are proud of their work and the impact they make (to Kiwi and our shareholders)
- **Influence and leadership:** You will build strong relationships across Product, Engineering, Data and our Vertical Marketing teams to ensure alignment and realisation of high value opportunities
- **Growth mindset and curiosity:** You have a clear point of view on what's working and what's not, backed by data, and continually challenge yourself around what's possible

What you'll bring with you:

Critical Competencies:

- **Commercial Hunger:** You've managed significant tech budgets and aren't afraid to have the "tough but fair" conversations with vendors and agencies to get the best result for Trade Me.
- **Results driven:** You are driven to deliver business results and have commercial scepticism to ensure you're always challenging the status quo and looking at how we can be more impactful. You take a full Trade Me lens with this scepticism and are able to navigate trade offs for the good of the company. You have experience in designing and delivering robust martech roadmaps aligned to business results.
- **Growth Lens:** 10+ years in Martech or Digital marketing experience. You understand how lifecycle, data, paid media, and automation work together to drive a business forward. You have your eye on the future and what we need to be ahead of the game - you are as comfortable challenging and discussing a marketing strategy as you are a data solution.
- **Communication:** You are an expert at strong and clear communication, regardless of whether it's someone in your direct team, a peer, a member from another team, your leader or Exec etc. You can succinctly 'sell' the vision of Martech, with the right level of content and context, to drive buy in and support.
- **Master of Influence:** You have a proven track record at "leading from the side." You can align senior stakeholders across Product, Marketing, Engineering and Data toward a unified vision and a tightly managed roadmap through respect, clarity, and persistence.
- **Data and Lifecycle Literacy:** You speak "Data" and "Customer meaning you can lead and challenge your team to find the right opportunities for Kiwi and the business
- **Genuine Leadership:** You lead with empathy and candor, keeping our values—like *Customer Aroha*—at the heart of how you work.
- **Curiosity:** A willingness to explore new possibilities, be wrong and adapt and flex