



Our goal is to recruit conscious individuals who possess a genuine, intelligent, energetic and fun nature, and are able to share their richness with our community

Job Title: Digital Marketing Strategist / Marketing Manager

Position Summary

We seek a skilled and results-driven digital strategist to join our team and coordinate our digital platforms, helping our company achieve specific goals. You will analyze user experience data, initiate digital projects, report on strategies, lead effective digital marketing campaigns, and ensure timely, on-budget execution. Ideal candidates are innovative, web, and multimedia savvy, with a firm grasp of digital touchpoints. You will direct Aro Ha's digital narrative and drive highly effective digital campaigns to grow our business and improve user experience.

Position Responsibilities & Valued Skill Set

Digital & Communications

- Create, build & manage social media storytelling and presence (Facebook, Instagram, Twitter, LinkedIn)
- Meta Ads
- Design and build conversion focused funnels. From Landing pages to Ads & automations.
- Support and design a data driven Marketing approach. Build reports.
- Perform copywriting and blog publishing including newsletters using ActiveCampaign
- Assure that we engage with online audiences, responding to comments and requests in a timely, professional manner while fostering relationships.
- Track, measure, and analyze all digital marketing efforts across the website, EDMs, and social media, providing insights to management.
- Oversee the marketing budget.
- Create targeted digital campaigns to support programs, podcasts, and new products.
- Drive program sales and online product launches.

Key Selection Criteria

- Experience: Minimum of 2 years in a digital marketing role with communications experience, including social media content creation and online community engagement.
- CMS Knowledge: we use Shopify, Webflow, and Kajabi.
- Digital Tools: Strong knowledge of Facebook Business Manager (Meta), Google business tools, LinkedIn for Business.
- Email Marketing: We use ActiveCampaign.
- Technical Skills: WebApps like canva & Google Workspace.
- Soft Skills: Strong communicator and planner, with attention to detail and multitasking ability.
- Nice to have:
 - o Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat).
 - o Experience or passion for health and wellness.
 - o Experience working in a small team.
 - o Project management experience.
 - o Solid understanding of SEO and AEO

You must be legally able to work in New Zealand

To apply, please submit:

- Cover letter & current Resume with references by 2 January 2026
- Passport showing valid work permit if required

Please email application to: office@aro-ha.com