

Career Market

Situations Vacant
Machine Operators Urgently Wanted
Must be able to drive Diggers, Bulldozers and Scoops, tractors etc. Immediate start. Work in the Warkworth/Auckland area. Excellent rate of pay. Great Company to work for.
Phone 027 4743081 or 09 4128287

PRESENTER REQUIRED
LOOKING for a reliable, enthusiastic person to present hands-on activities into schools. Full training provided. Some country travel. Part-time, suit semi-retired person working as a contractor. Start 8 August. Ph Tim 0800 262847.
REQUIRED Two Indian Cooks for Indian Tandoori and Curry. Should have relevant work experience of 2 to 3 years. Send CVs to rajendrasingh1977@yahoo.com

SOFA'S SECRET
Make up to \$3000 per day at Wellingtons elite escort agency. Accom available. All female management in a private luxury manor, cash paid daily.
0274375030
www.wellingtonescort.co.nz

Situations Vacant
TICKETED RIGGERS/ SCAFFOLDERS
Wanted for maintenance shut starting mid SEPT. Must have current Working @ Heights and Confined Space Quals. Pre Shut (Mid AUG) work avail also
Phone 021-767-190 or 021-767-193
CHEF wanted Viva Mexico experience required 5 years on Mexican or Latin American food knowledge on MS Office and Mexican product, cost and management. vivamexiconewtown@hotmail.co.nz
FRANCHISES NOW available, Hutt Valley, Kapiti, Porirua & City. Jim's Mowing 0800 454654

BUILDING Maintenance Company requires a Painter/Decorator
If you have the following attributes and skills you could be the right person!
»Honest, reliable with a great attitude
»Must have a full set of tools
»Must have current full license and a reliable vehicle
Full time position
Phone Ian 568 4915 or 027 449 3661

BUILDING Maintenance Company requires labour only carpenter
If you have the following attributes and skills you could be the right person!
»Honest, reliable with a great attitude
»Must be trade qualified (LBP would be great but not essential)
»Must have a full set of tools
»Must have current full license and a reliable vehicle
Full time position
Phone Ian 568 4915 or 027 449 3661

**Boarding School Hostel Manager**
Hukarere Girls' College is a secondary boarding school at 17 Shaw Road, Eskdale, Napier. The School has a strong Māori character and follows the Anglican tradition.
The Proprietor, Te Aute Trust Board, is seeking to employ a dedicated, enterprising manager to support and care for up to 75 student boarders, lead the hostel staff team and fulfil day to day operational and administrative duties of all boarding facilities.
This is a role with a high degree of trust and responsibility. Applicants will need to show understanding of priorities for: regulatory compliance, sensitivity of student needs, relationships with whānau and members of college staff, alumni and all associated with Hukarere. Ongoing professional development will be expected and facility for Te Ro will be an advantage.
Please email your application letter, CV and contact details of three referees, to the Principal, Mrs Lellie Pearcey through the School Office at info@hukarere.school.nz
A Role Description is available on request. Applications close at 5pm on the 10th August 2017.
WE-773376AA



Home-based marketing strategist Jamie Houston with his two boys, Luka, two and a half, and Elijah, eight months. Below, he meets with a client at a cafe.

Photos: JOHN NICHOLSON/FAIRFAX NZ

Putting brains into the back end

Marketing strategist Jamie Houston helps businesses, but he gets kick out of teaching music too.

WELLINGTONIAN Jamie Houston gets his fair share of strange looks when he tells people he's "the back-end guy".

"I met this lady the other day who asked what I did, I said 'I look after your back end'. Of course her mouth dropped and she looked at me and said 'well you don't look after mine,'" he laughs.

"I do it on purpose - they might not remember my name but they remember that I'm the back-end guy. It's about getting people interested in what I do."

Houston is no health professional, as many might suspect after such an opening gambit but he is a back-end marketing strategist. It means he specialises in helping businesses implement sales and marketing campaigns that generate more business by tapping into their existing databases of customers.

"I specialise in past client reactivation," he says. "I talk about getting that old database out of the cupboard and dusted off because they are the people who have already spent money with you so why not nurture them, engage them and find out who is ready to buy off you again?"

He believes too many businesses "flush their profits down the toilet" by spending all their marketing budgets on the front end - finding new leads and converting them into clients.

"As funny as it may sound, when it comes to your business, looking after your back end really is serious business."

He says it's about having the proper customer follow-up systems in place to maximize the lifetime value of each customer so that they buy again, and even make referrals to friends, family and social and business connections.

Through his own Lower Hutt-based company, Honk Marketing, Houston builds these "marketing funnels" by using email and web pages for his clients after several meetings about the course of action.

Right now he's building a marketing campaign for one client, and used a third party email marketing platform through which makes an offer and based on recipients' actions figures out who is ready to buy.

"I will be creating and building a landing page, a specific web page related to the campaign, not a generic website. I will make sure all the i's are dotted and t's are crossed, I will write the email copy in conjunction with the client to make sure it's in keeping with their language but it also has a strong call to action, and a deadline."

He speaks of another client who was looking for ways to utilise their company database but were unsure where to begin.



After enlisting Houston's help, they dusted off their old database and got it to the point where it could be used, and then sent an email campaign making an offer to past and current clients.

"They generated nearly \$300,000 in turnover in a couple of weeks as a result of that specific email campaign," he says delightedly.

For Houston, that's the rewarding part.

"On one hand I'm trying to take a 30,000 foot view of the business overhead, and on the other hand I'm a details guy."

"So combining the two to build out a campaign like that, then seeing people work their way through it and my clients coming back to say they've got, say, five new sales they wouldn't have otherwise got, that is very rewarding."

"It's also exciting to see the lightbulb go off in their minds, realising they've been missing out on all this business for so many years because they've been ignoring their past clients."

Houston began his own business in 2010 and almost eight years on he's now juggling it with family life with two young boys, aged eight months and almost three.

As well as being "the back-end guy", he's also a musician.

He plays piano, saxophone and ukulele as a "fun strummer" and teaches piano to children from his home one afternoon a week.

playing the piano at age eight and continued with the same teacher for 15 years.

"When she retired I was her longest standing pupil - I played classical but convinced her to try more pop and rock when Elton John wrote *Song for Guy* and I wanted to learn it."

He discovered jazz as a student at Wellington College and learnt the saxophone as a result, as well as jazz piano.

"On the last day of school I got a message from the office saying Shand Miller's musical instrument store was looking for someone to work in their sheet music department."

"I had basically wagged all my classes and just did music at school, so I was the first person they thought of, and off I went."

Eventually he did a Bachelor of Music at Victoria University, majoring in composition.

Outside of his studies he played classical piano at former Plimmer House Restaurant, now Boulcott Street Bistro, and worked in the hospitality industry at Wilton House and James Cabaret.

Then a major about-turn followed - he successfully applied for a job working for Wellington photographer Simon Woolf firstly in admin and then as one of his assistants.

After a stint overseas and working in a bar in Ireland, he slotted back into his role at Woolf Photography before making a return to the music industry.

"I worked for three different musical instrument stores both here and in [Lismore] Australia over the next 10-12 years, and at that stage I was getting up to management level."

"I was doing all the marketing and advertising for each shop I was running and looking for better ways to

do things.

"Eventually I got to the point where I was in my 40s, I couldn't see a big future in staying doing what I was doing, so I started looking around for other things, which is when I discovered the online world of marketing."

After finishing a course by original "back-end" specialist and American entrepreneur Steve Rosenbaum, Houston took the plunge and set up his own consultancy.

"I realised this was something that businesses really needed and I could offer it."

"So I quit my job after 30 years of having a job - it was a huge step and it took me almost two years to get up the guts to do it."

At the time Houston was still living in Australia in Byron Bay, but he moved back to Wellington soon after to build up his business.

"Living in Byron Bay was amazing, the lifestyle was amazing, but everyone there is a lifestyle so it was hard starting a marketing consultancy and finding potential clients."

He has since joined various networking groups so that Honk Marketing can gather momentum.

He's also formed an online ukulele community that has about 16,000 followers on Facebook.

"I've actually built a little business out of ukulele merchandise. I did it as a way to show potential and current clients how you can build a following on social media and monetise it."

"I take my ukulele and we have some fun for half an hour, it's a very special time for me. It's so fulfilling being able to share my love of music with all the little ones, to see their faces light up when their favourite song comes on and watch them do all the actions to go with it."

"Being able to run my business from home, and to have the flexibility to be with my family when it counts, is challenging, exciting and fulfilling, absolutely."

Q+A

QUICK QUESTIONS

NAME: Jamie Houston

BORN: Porirua, October 1967

FIRST JOB: In the sheet music department of Shand Miller's Musical Instrument Store in Manners St

FAVOURITE MOVIES: *The Back to the Future* trilogy

FAVOURITE SONG: Diana Krall's take of Joni Mitchell's *A Case of You* from *Diana Krall - Live in Paris*

FAVOURITE FOOD: A roast, preferably lamb with mint sauce and gravy, along with roast potatoes, pumpkin, kumara, with baby peas

**What if you could be part of it?**

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Space Manager
Capital Works

- Full-time (37.5 hours per week)
- Fixed Term (four years) position

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