

PART A: JOB SUMMARY

To provide clear goals, expectations and feedback so that each member of the team can significantly multiply their contribution to WellingtonNZ and to their own success.

Name of role:	Digital Producer
Reports to:	Senior Digital Manager
Direct Reports:	Nil
Date:	April 2021
Purpose of the job:	<p>To make the Wellington region wildly famous and promote it as a destination of choice for visitors, students, investors, entrepreneurs and skilled workers, by telling stories that create value for Wellington-based organisations.</p> <p>This position is responsible for bringing our content to life across our websites. You will work with the wider organisation to ensure that the content across the WellingtonNZ suite of websites is relevant to our audience needs through content development support and regular maintenance, and by meeting the formatting, digital hygiene and best practice guidelines.</p>

PART B: JOB DESCRIPTION

Key responsibilities: Specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/ Tasks
Content coordination	<ul style="list-style-type: none"> Facilitate the WellingtonNZ workflow to ensure content is peer reviewed and being published within best practice design principles and formatting guidelines of our websites with a focus on audience engagement and time on site Develop and maintain content across all WellingtonNZ owned websites, optimising pages for SEO, organic and social performance

	<ul style="list-style-type: none"> • Create and lead a maintenance schedule for content revisions alongside the Marketing and Communications team • Maintain subsites as required such as UNESCO, China, Screen, Venues etc • Provide best practice solutions and opportunities for content. Work with the Digital Specialist to maintain a regular content audit schedule across all sites to ensure the content is regularly maintained and, as required, work with the wider business units to facilitate the development of new content • Work with the content and digital teams to ensure peer reviewed content meets web standards • Proactively recommend & implement changes where needed
Analytics and digital hygiene	<ul style="list-style-type: none"> • Work with the Digital Specialist to support the ‘fine tuning’ and digital hygiene of the suite of WellingtonNZ websites including accessibility, SEO, optimisation etc. through the Monsido platform • Utilise data to ensure ongoing audience engagement and growth of website content
Project coordination	<ul style="list-style-type: none"> • Work with wider business units on a project basis to help support their audience growth, content development and uploading needs across all WellingtonNZ owned digital channels • Keep a data and audience first approach, helping to build, refine and/or action information architecture and content to support the wider business units achieve their KPIs, this could include but not limited to: <ul style="list-style-type: none"> ○ Set up and assessment of a subsite, ○ Refresh of content and uploading to a site • Other support across the Marketing & Communications team
General	<ul style="list-style-type: none"> • This job description is not intended to be an exhaustive list of tasks, but to act as guide as to the main duties and responsibilities of the position. Its content will be subject to regular review in conjunction with the job holder • Any other reasonable tasks as required
Health, safety, wellbeing and compliance	<ul style="list-style-type: none"> • Take an active role in identifying and mitigating any health and safety risks to yourself and others • While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others

	<ul style="list-style-type: none"> • Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance • Report any potential hazards or risks to health and safety or the environment as soon as is possible to take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety
WellingtonNZ collaboration	<ul style="list-style-type: none"> • Maintain a “WellingtonNZ-wide” perspective with all of your work • Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required • Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects • Actively collaborate and participate in WellingtonNZ-wide initiatives and projects

Job outcomes: Visible and measurable evidence of success in this role.

Outcomes / results	Target Measure
To be determined with your People Leader.	•
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Competencies: Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Functional skills and experience	Technical ability in the digital space through proven experience including: <ul style="list-style-type: none"> • Highly advanced web skills • Editing skills that understand best practice when writing for websites • Content management and content management systems (SilverStripe experience is an advantage) • Digital reporting tools such as Google Analytics and Data Studio • Project coordination experience • Search Engine Optimisation (SEO) experience • Relevant tertiary study or experience
Creating a vision	<ul style="list-style-type: none"> • Understanding the strategic context • Challenging the status quo • Accepting challenges • Committing to the vision
Leading with purpose	<ul style="list-style-type: none"> • Living our values • Having the courage to question and speak up • Adapting your style to meet individual needs
Making things happen	<ul style="list-style-type: none"> • Giving timely and constructive feedback • Staying close to the issues • Collaborating for better decision-making • Recovering quickly from setbacks
Building an awesome team	<ul style="list-style-type: none"> • Valuing uniqueness and differences in others • Trusting others • Sharing information, collaborating and helping others
Being authentic and inclusive	<ul style="list-style-type: none"> • Recognising you own strengths and areas for development • Asking for and responding positively to feedback • Questioning and challenging others with respect • Owning your mistakes.

Values: Our purpose & values which bring to life WellingtonNZ’s aspired culture.

Our purpose	Our organisational values	Our culture
To make the Wellington region wildly famous	Do it together Dare to be different Show the passion Find the fun Focus on the customer	Collaborative People centered Supportive Constructive Open Recognition Celebrate success Empowerment Ownership Accountability Learning, coaching and personal growth