

**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.

<b>Name of role:</b>	Digital Specialist
<b>Reports to:</b>	Senior Digital Manager
<b>Direct Reports:</b>	Nil
<b>Date:</b>	February 2021
<b>Purpose of the job:</b>	<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 the day-to-day maintenance of WellingtonNZ’s suite of websites including WellingtonNZ.com. This role supports the Marketing and Communications team, ensuring the smooth operation of WellingtonNZ.com via project and campaign support, SLA management and bug reporting, championing digital best practice techniques, analytics support and website workflow management of content across WellingtonNZ.com and subsites.</p>

**PART B: JOB DESCRIPTION**

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

Area of responsibility	Actions/ Tasks
<b>Digital Content Maintenance   Front end</b>	<ul style="list-style-type: none"> <li>• Manage the day-to-day maintenance of WellingtonNZ.com and other WellingtonNZ websites</li> <li>• Work with the Digital team and other staff in planning, developing and maintaining WellingtonNZ's websites</li> <li>• Train and support wider team in using WellingtonNZ.com’s CMS, and how to upload and maintain web content using and advising on best practice digital methods.</li> </ul>

	<ul style="list-style-type: none"><li>• Contribute to and assist in delivering WellingtonNZ’s digital and content strategies</li><li>• Ensure that WellingtonNZ.com and subsites align with the global accessibility guidelines (WCAG) using Monsido to monitor the compliance.</li><li>• Support the wider team with WellingtonNZ best practice content loading and campaign development as required.</li></ul>
<b>Website maintenance   Back end</b>	<ul style="list-style-type: none"><li>• Manage the technical maintenance of WellingtonNZ.com and other WellingtonNZ websites</li><li>• Manage the SLA schedule, ensuring priority work is completed on time</li><li>• SLA website support for external partners using the WellingtonNZ.com subsite including Kāpiti and Hutt Valley</li><li>• Key day-to-day contact for WellingtonNZ’s website development agency</li><li>• Investigate, report and test all website bugs, ensuring understanding of bug and implications of potential fixes</li><li>• Manage the development release schedule, in coordination with website agency and ensuring all parties are updated on release cycles</li><li>• Undertake detailed website testing across multiple devices and browsers</li><li>• Manage the maintenance of the WellingtonNZ resource hub in conjunction with the Media and Content team, ensuring that it is fit for purpose across all business units</li></ul>
<b>Technical</b>	<ul style="list-style-type: none"><li>• Set up and manage redirects and vanity URLs</li><li>• Work with our website development agency and SilverStripe to manage the uptime and server requirements for WellingtonNZ’s digital assets</li><li>• Support teams in creating campaigns, content, and any other dynamic site-specific features</li><li>• Key contact for customer feedback and reporting of website issues</li><li>• Keep abreast of new developments within the digital space and ensure WellingtonNZ is maximising its use of technology to deliver its objectives</li></ul>

Area of responsibility	Actions/ Tasks
<b>Maintaining relationships and supporting others</b>	<ul style="list-style-type: none"> <li>• Manage relationships with external agencies and partners including the day-to-day relationship with WellingtonNZ’s key development agency, and others such as server and API content providers</li> <li>• Proactively work across and support the digital experience across all WellingtonNZ, including tourism, business, investment and study</li> <li>• Undertake other projects as requested by the Senior Digital Manager, Senior Leadership Team or the wider Marketing &amp; Communications team.</li> <li>• Be a champion of improving knowledge and use of the digital platform across all WellingtonNZ</li> <li>• Be flexible and help wherever it may be required to deliver WellingtonNZ’s objectives across all of WellingtonNZ</li> <li>• Any other reasonable tasks as required</li> </ul>
<b>Health, safety, wellbeing and compliance</b>	<ul style="list-style-type: none"> <li>• Take an active role in identifying and mitigating any health and safety risks to yourself and others</li> <li>• 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</li> <li>• Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance</li> <li>• 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</li> </ul>
<b>WellingtonNZ collaboration</b>	<ul style="list-style-type: none"> <li>• Maintain a “WellingtonNZ-wide” perspective with all of your work</li> <li>• Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required</li> <li>• Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects</li> <li>• Actively collaborate and participate in WellingtonNZ-wide initiatives and projects</li> </ul>

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

Outcomes / results	Target Measure
Site performance aligns with industry standard	<ul style="list-style-type: none"> <li>Page load time 8.00 seconds or less (measured by GA or other digital tools)</li> </ul>
Content updates and development plan	<ul style="list-style-type: none"> <li>Work with the Media and Content team to maintain and create content to support the needs of our audiences. This supports SEO and increase in site time etc.</li> </ul>
CMS training and best practice advice	<ul style="list-style-type: none"> <li>Facilitate onboarding workshop to all users of WellingtonNZ (or subsites) and provide regular knowledge sessions around digital best practice   at least 2 x knowledge sessions per year and onboarding workshops for new staff (requiring the use of the website)</li> </ul>
SLA management	<ul style="list-style-type: none"> <li>Ensure that the SLA budget is prioritised as per organisational requirements and within budget.</li> </ul>

**Competencies:** Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Functional skills and experience	<ul style="list-style-type: none"> <li>Advanced technical ability in the digital space through proven, extensive experience managing CMS (content management systems), bug tracking, highly advanced computer skills, relationship and time management skills</li> </ul>
Creating a vision	<ul style="list-style-type: none"> <li>Understanding the strategic context</li> <li>Challenging the status quo</li> <li>Accepting challenges</li> <li>Committing to the vision</li> </ul>
Leading with purpose	<ul style="list-style-type: none"> <li>Living our values</li> <li>Having the courage to question and speak up</li> </ul>

Competency	Description of competency
	<ul style="list-style-type: none"> <li>Adapting your style to meet individual needs</li> </ul>
<b>Making things happen</b>	<ul style="list-style-type: none"> <li>Giving timely and constructive feedback</li> <li>Staying close to the issues</li> <li>Collaborating for better decision-making</li> <li>Recovering quickly from setbacks</li> </ul>
<b>Building an awesome team</b>	<ul style="list-style-type: none"> <li>Valuing uniqueness and differences in others</li> <li>Trusting others</li> <li>Sharing information, collaborating and helping others</li> </ul>
<b>Being authentic and inclusive</b>	<ul style="list-style-type: none"> <li>Recognising you own strengths and areas for development</li> <li>Asking for and responding positively to feedback</li> <li>Questioning and challenging others with respect</li> <li>Owning your mistakes.</li> </ul>

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

Our purpose	Our organisational values	Our culture
<b>To make the Wellington region wildly famous</b>	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

**WellingtonNZ**

MAKING THE WELLINGTON REGION **Wildly Famous**