

PART A: JOB SCORECARD SUMMARY

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

Name of role:	Content Manager
Portfolio:	Social Lead
Who reports to:	Senior Content & Communications Manager
Direct reports	1, Content Creator (Tourism, Local and Events)
Date:	January 2019
Purpose of the job:	<p>To make Wellington 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>To shape and share compelling Wellington content to inspire and drive consideration around Wellington, via building and maintaining Wellington's digital presence and reach through social media, eDMs, content creation & curation, collateral, native media partnerships and digital campaigns.</p>

PART B: JOB SCORECARD DESCRIPTION

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

Area of responsibility	Actions/ Tasks
Lead WREDA's social media presence	<ul style="list-style-type: none"> • Work with the Senior Content and Communications Manager to build and deliver WREDA's consumer-facing content strategy (editorial, content & social media), taking ownership of how, when and why we tell the stories that we do • Take the lead role and oversee WREDA's consumer-facing social media communities including Facebook, Instagram and Twitter • Work with consultant to deliver our Weibo and WeChat content • Manage the social media content calendar to ensure we're maintaining/building audience engagement and delivering on our strategy and stakeholder requirements • Identify and engage with social media influencers who could further WREDA's objectives

	<ul style="list-style-type: none"> • Work alongside the Marketing & Communications team on social media campaigns, ensuring we're creating engaging social content and achieving effective cost per click and click through rates • Review and recommend emerging social media channels that are appropriate to WREDA's target audiences, in conjunction with advice from the Analytics and Audience Development Specialist • Analyse and report on key results on a regular basis
Editorial creation and curation	<ul style="list-style-type: none"> • Take a creative editorial-led approach to how we deliver Wellington messaging and content, including for our partners, to ensure we're not only getting engagement, but also engagement that will lead to action • Create content in a way that reflects Wellington's brand values, but also delivers value for Wellington consumer-facing businesses, event producers and other key organisations • Attend and input ideas into weekly editorial content meetings to pitch story ideas, brainstorm creative ways to support businesses and events, and respond to calendar and tactical/topical opportunities • Work alongside the Analytics and Audience Development Specialist to ensure we're adapting content to specifically target local, out-of-region and international audiences – to create the maximum engagement possible • Manage and recruit Word on the Street bloggers and other external copywriters/content creators as needed, acting as site 'editor' • Work with the Senior Content & Communications Manager and other staff in planning, budgeting, developing and maintaining the Digital content budget
Lead WREDA's consumer-facing eDM channels	<ul style="list-style-type: none"> • Manage KNOW, the consumer-facing Wellington eDM in partnership with the digital team - source content, write and distribute, covering new places, events and other Wellington information • Take a lead role in ensuring WREDA's eDM strategy and implementation is market-leading and responding to audience needs, in conjunction with advice from the Senior Digital Manager and the Analytics and Audience Development Specialist. • Provide leadership and editorial advice to other team members working on eDMs • Test and analyse the effectiveness of the eDM channels across WREDA, ensuring high open and click through rates
Coordinate and implement campaigns and digital projects within the digital environment of WREDA	<ul style="list-style-type: none"> • Brief agencies on digital content campaigns, as required • Be the day-to-day contact with external agencies on digital content campaigns, as required • Conduct multi browser and device testing • Reporting when applicable • Keep abreast of new developments within the digital content space and ensure WREDA is maximising its use of technology to deliver its objectives.

Area of responsibility	Actions/ Tasks
Downtown / Local marketing	<ul style="list-style-type: none"> • Support the Senior Marketing Manager on delivery of the local marketing campaign and activity via our digital channels • Establish and maintain relationships with Wellington's retail sector, ensuring they're aware of the organisation's activities and the benefits/marketing activities we can offer • Proactively seek opportunities for Wellington businesses to gain exposure via WREDA's digital marketing channels
Maintaining relationships and supporting others	<ul style="list-style-type: none"> • Develop and maintain good working relationships with a diverse group of stakeholders including media, WREDA staff, event promoters, commercial businesses, /local government, sponsors, partners and suppliers • Work with the wider Marketing and Communications team to coordinate content for all of WREDA's marketing activity. • Manage relationships with external agencies and partners • Undertake other projects as requested by the Senior Content & Communications Manager, General Manager of Marketing & Communications, Senior Leadership Team or the wider Marketing & Communications team. • Be a champion of improving knowledge and use of storytelling and digital content across all of WREDA. • Be flexible and help out wherever it may be required to deliver WREDA's objectives across all of WREDA.
Health, safety 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 • Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WREDA in relation to health, safety and compliance. • Report any potential hazards or risks to health and safety or the environment as soon as possible, and take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
WREDA collaboration	<ul style="list-style-type: none"> • Maintain a "WREDA-wide" perspective with all work. • Consider how your role links and contributes to other areas of WREDA, and actively engage when required. • Communicate with fellow WREDA colleagues on work, initiatives and projects. • Actively collaborate and participate in WREDA-wide initiatives and projects.

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

Outcomes / results	Target Measure
Integration with digital/marketing teams	Work to strengthen and grow collaboration with the digital and marketing teams, ensuring all are working towards the goal of creating engaging content that showcases Wellington, attracts tourists and supports businesses
Creative, impactful storytelling	Growth in engagement on social channels, eDMs and WellingtonNZ content created by content manager, measured by link clicks, time on site, open rates and video views)
Positive feedback	Positive feedback from stakeholders the content manager has worked with, measured by positive sentiment in email feedback

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

Competency	Description of competency
Technical Ability and Experience	Technical ability in the digital space through proven, extensive experience including highly advanced computer skills, project management, email platforms, social media management, content management, and relevant tertiary study.
Communication	Communicates information clearly, adjusting the way they communicate to suit the intended audience.
Relationship Management/ Customer Focus	Proactively has an awareness of and acts to consistently meet customer/ client needs.
Work Organisation	Effectively organises all aspects of work in order to achieve high quality and timely output.
Initiative Analysis & Problem Solving	Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.
Teamwork	Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.

Values: Our purpose & values which bring to life WREDA'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