



ChristchurchNZ™

Job Description

Position Title:	Digital Marketing Specialist
Reports To:	Digital Marketing Manager
Direct Reports:	Nil
Locations:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) GreenHouse, 146a Lichfield Street, Christchurch Visitor Centre, 28 Worcester Boulevard, Christchurch
Status:	Permanent Full-time
Date:	June 2019

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

Why is this role important?

The purpose of this position is to lead the organisation in online content maintenance and optimisation, including providing leadership and oversight of SEO, PPC activities and EDM database management. This highly collaborative position is responsible for building, maintaining and proactively innovating the ChristchurchNZ owned websites and the integrated online experience.

What this role is about?

Website, SEO, PPC & EDM	<ul style="list-style-type: none">• Support the development of ChristchurchNZ website so it is best in class and seen by both domestic and global travellers as a comprehensive and helpful online tool• Manage online content and website maintenance via content management systems (CMS)• Work cross functionally to deliver strategic organisational objectives by optimising SEO and PPC activity• Consolidate and closely manage the databases across the organisation, including developing and implementing an EDM strategy for all priority audiences• Maintain a data driven approach while continually experimenting and optimising to meet strategic goals• Ensure all decisions are well tested prior to implementation
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	<ul style="list-style-type: none"> • Continuously improve ChristchurchNZ.com and other sites ChristchurchNZ manage in line digital marketing strategy • Work alongside your colleagues to help build awareness and understanding of the online environment and help make recommendations for deeper engagement • Brief, create and manage digital campaign assets • Work alongside consumer, trade, bureau and business development teams to develop effective electronic newsletter templates
Content Strategy and Development	<ul style="list-style-type: none"> • Develop strategies to increase the size of the consumer database and encourage greater engagement • Provide coordination support for the content creation process in different areas of the website as needed • Regularly support the design and creation of engaging content as required by the online content development plan • Write content for third party websites to enhance the region's online presence as needed • Ensure general SEO principles are adhered to by the content team and other engaged content creators • Serve as the internal expert for optimising and substantially increasing the online presence of the organisation
Website and Online Collateral Maintenance	<ul style="list-style-type: none"> • Manage the ChristchurchNZ online brand guidelines and tone • Work with internal and external developers to ensure aesthetics also are aligned with usability, accessibility, and web standards • Work with developers to ensure proper implementation within a web environment and ensure consistency and integrity of the creative vision • Manage and produce digital design work, including banner sizing and versioning • Support the development of websites, product graphics, web logos, social media graphics and banners, static and rich banner ads, email campaigns, and email templates

ChristchurchNZ ways of working

Leadership	<ul style="list-style-type: none"> • Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit • Participate fully in team meetings providing updates on project progress, new developments and other relevant information • Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them • Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities
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	<p>focusing on how your work intersects to optimise operational performance</p> <ul style="list-style-type: none"> • Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating • Identify and pursue opportunities to ignite bold ambitions
<p>Corporate Responsibility</p>	<p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes • Disciplined and regular use of CRM to enable a shared understanding of our stakeholders • Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy <p>Commercial Capability</p> <ul style="list-style-type: none"> • In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams • Act with integrity and aim to over deliver on our commercial agreements <p>Business Systems & Compliance</p> <ul style="list-style-type: none"> • Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role • Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems • Prepare reports in a timely and accurate manner as required • Approve payments and spending in line with the delegated authority associated with this role • Use the Projects & Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money <p>Sustainability</p> <ul style="list-style-type: none"> • Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost • Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs <p>Maoritanga</p> <ul style="list-style-type: none"> • Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection

	<ul style="list-style-type: none"> • Considers Maoritanga in all aspects of business, and engages with iwi where appropriate
Health & Safety	<ul style="list-style-type: none"> • Comply with the Health and Safety Policy and processes at all times • Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating • Follow safe methods and take no unreasonable risks with your own or any other persons' safety • Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager • Seek assistance or advice where the safe method of completing a job is not known
Professional Development	<ul style="list-style-type: none"> • Proactively seek out relevant professional development activities to pursue in agreement with your manager • Keep up to date on industry trends in your field of expertise

Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
External Relationships	Nature of the Relationship
External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.	Stakeholder engagement and service delivery to achieve aligned outcomes

Qualifications, Knowledge and Experience specification

Proven experience in a similar role
BCom, BSC or similar qualification
Experienced with Google analytics and other data reporting methods
SEO, PPC & EDM experience
Highly analytical with experience translating data into digestible and actionable insights
Excellent stakeholder and relationship management skills
Passionate about user experience
Intermediate skills in MS Office

General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.