

Position Description

Position title:	Digital Content Specialist	Team:	Digital
Division:	Auckland Unlimited	Reports to:	Digital Marketing Manager
Department:	Auckland Live	Direct reports:	Nil
Unit:	Marketing and Ticketing	Indirect reports:	Nil



Our commitment to te ao Māori

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We honour te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga (guardianship) and are responsive to the needs of Māori. We will support and promote the development of staff understanding and capability in te reo Māori, tikanga Māori (customs), te ao Māori and te Tiriti o Waitangi so everyone can contribute the delivery of Māori outcomes for and with Māori.



Role Purpose

Key Purpose of Role

Auckland Live is the leader in performing arts, culture, entertainment, and events in Tāmaki Makaurau. Whether it's an international musical at The Civic or major festival in Aotea Square, we take enormous pride and pleasure in opening our iconic venues to everyone.

The Digital Content Specialist develops and delivers digital marketing activity across email, social, web, search and display. They will work closely with the digital, campaigns and ticketing teams to ensure digital content is optimised for best results.



Key responsibilities

Key Responsibilities

Email (EDM)

- Liaise with internal and external stakeholders to gather content and assets for the EDMs.
- Build and send EDMs to achieve specific campaign and business objectives, such as driving ticket revenue.
- Provide regular reports and performance summaries.
- Manage Auckland Live's customer database.
- Grow the number of subscribers to Auckland Live's database and manage opt-ins / opt-outs, segmentation, targeting etc.
- Upload and clean data as necessary, and ensure adherence to relevant laws, including legislation on data protection and privacy.
- Advocate for best-practice approach to email marketing activities within Auckland Live.

Search and Display

- Build search and display ads using Google Adwords.
- Optimise campaigns to ensure business goals are met.
- Communicate timelines and results to the digital and campaigns team as needed.

Social Media

- Plan, implement and optimise Auckland Live’s brand social campaigns.
- Work collaboratively with internal teams to ensure maximum cost-efficiencies.
- Analyse and monitor ad performance, optimising creative and audience targeting as required.

Digital Screens

- Manage the digital screens network across our venues.
- Update and remove marketing content as required.

Reporting

- Measure, monitor and report on digital reach, engagement, conversion and activities using analytics tools.
- Provide accurate and timely reporting to teams as needed.
- Identify any opportunities or risks and advise on improvements.

Other

- Coordinate documentation of processes and procedures as required.
- Provide training and support to the Auckland Live Digital Coordinator and colleagues as required.

Organisational obligations

- Action the organisation’s good employer obligations and equal employment bicultural policies and practices
- As an employee of the organisation, you are required to be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation function
- Promote a safe and healthy workplace by undertaking responsibilities as outlined in the organisation’s health and safety policy and procedures
- Promote activities and initiatives that assist the organisation achieve its vision and mission
- Promote one-organisation initiatives and action these service characteristics
- As an employee of the organisation, you are required to familiarise yourself with and comply with all organisation policies, including but not limited to, the organisation’s Code of Conduct



Expected outcomes

- Digital marketing activity follows best practice, is delivered on time and within budget
- Reports showcase actionable insights and recommendations



Required Skills

- Excellent attention to detail; process-driven.
- Excellent face-to-face and written communication.
- Sound administrative and organisational skills.
- Strong relationship-building and negotiation skills.
- Ability to prioritise and manage projects effectively and deal with multiple concurrent projects.
- Ability to collaborate, and capable of working independently with minimal supervision.
- Problem solving.
- Objective-oriented and outcome-driven.
- Observational and active learning.
- Understanding of visual aesthetics, layout, content flow and presentation.



Job requirements

Desirable skills

- Experience in account management, digital media and advertising, or digital publishing.
- Understanding of audience development principles.
- Knowledge of the performing arts and entertainment industry.

Qualifications

- Relevant tertiary degree in either digital, marketing, communications, or something similar

Essential experience

- Three + years' experience in a digital marketing and / or digital communications role
- Experience working across email, social, web, search and display
- Experience using email marketing systems (e.g. Archtics, Mailchimp, Campaign Monitor etc)
- Experience using a customer database to extract valuable information (e.g. demographics)

Desirable experience

- Experience using Google Ads, Google Analytics, Data Studio, Tag Manager, Facebook Ads
- Knowledge of HTML and CSS
- Knowledge of SQL
- Knowledge of Adobe Photoshop or similar photo editing packages
- Marketing experience in the entertainment, arts or events industries
- Account management and project management

Competencies

- Proofreading and copywriting for online content and activities.
- Strong project management skills and a resilient, proactive approach to working under pressure and to tight deadlines.
- Experience in managing campaigns in fast-paced working environment.
- Familiarity with Microsoft Word and Excel programmes.
- Understanding of digital audience and behaviour.
- Understanding of digital marketing best practice and trends.
- Ability to advise on technologies and online development.
- Ability to present and visualise data.

Communication and relationship management

- Develop effective and collaborative working relationships, internally and externally.

Internal

- Work closely with Auckland Live and Auckland Unlimited colleagues to understand the business requirements and expectations.
- Liaise with the Marketing and Programming teams to ensure content is delivered and follows best practice for email marketing and signage.

External




Key Relationships

- Work with external vendors, developers, designers, and industry specialists to achieve business objectives.
- Maintain supportive communications with clients and external stakeholders.
- Ensure effective online communication is provided to external customers.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

Approving manager:	Version date:

 Job framework	Job function:	Job family:	Job:	DFA