

# Position Description

Position title:	Digital Coordinator	Team:	Digital
Division:	Auckland Unlimited	Reports to:	Digital Marketing Manager
Department:	Auckland Live	Direct reports:	Nil
Unit:	Marketing and Communications	Indirect reports:	Auckland Central



Our commitment to te ao Māori

## Our Commitment to te ao Māori

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

The **Digital Coordinator** is responsible for coordinating and updating content on a range of Auckland Live's digital channels such as website, social media, digital signage, and other digital products; and meeting and delivering the organisation's business objectives, including community engagement and driving ticket revenue.



Key responsibilities

## Website content management and development

- Plan, schedule, and publish content for the Auckland Live website. Ensuring the content is of high quality, up to date, timely and follows best practices.
- Successfully coordinate, update, and promote website content using an integrated approach with other digital channels. e.g., social media to achieve optimal campaign and business outcomes.
- Ensure and take part in the delivery of continuous improvement through a rolling review of web content and a regular programme of site maintenance.
- Ensure web content meets all Auckland Live's diverse customer and client needs.
- Identify and report bugs and ensure fixes are applied and tested in UAT before being published to the live website.
- Coordinate documentation of processes and procedures as required.
- Act as the project coordinator for digital initiatives as directed by the Digital Marketing Manager, working with project owners, internal staff, and external vendors to ensure successful delivery of projects.
- Work with and informing the Auckland Unlimited ICT team to raise and prioritise change requests for enhancements and new website features.
- Provide website training and digital support to Auckland Live colleagues as required.

## Social Media and channel management

- Ensure brand and campaign content on Auckland Live's social media channels is accurate, up-to-date and on-brand.

- Support the growth of an engaged online community by creating and distributing brand and campaign content across social media channels including Instagram, Facebook, Twitter, YouTube and LinkedIn.
- Ensure content is accurate and up to date on external websites, including Google Maps, Wikipedia, and TripAdvisor.
- Coordinate and support the implementation of strategies that reflect content-rich activities across digital channels to grow Auckland Live's online audience and followers.
- Work across teams to manage online external feedback and customer reviews.

### **Digital Signage**

- Support the scheduling and maintenance of Auckland Live's digital screen network, ensuring all digital signage activities and content is accurate, current, and follows Auckland Live's brand guidelines.
- Liaise with internal and external stakeholders to gather digital signage content and assets and programme.

### **Digital Marketing**

- Coordinate strategies that optimise the use of organic and paid digital marketing to drive event attendance, secure tickets sales, and ensure return on investment.
- Advocate for best practice approach to digital marketing activities across Auckland Live's channels and platforms.
- Participate in relevant digital marketing projects with other Auckland Live or Auckland Unlimited teams on a project basis to deliver high quality, innovative activities, and projects as appropriate.

### **Monitoring and reporting**

- Proactively keep track of website, social media performance and feedback.
- Monitor industry trends and competitor activity to identify new opportunities/ challenges.
- Provide accurate and timely reporting of Auckland Live web and social media activities and metrics.
- Provide reporting, analytics, and data to management and contribute to the team and business planning as required.
- Provide monthly reporting to Auckland Live and Auckland Unlimited management.

### **Communication and relationship management**

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

#### *Internal*

- Work closely with Auckland Live and Auckland Unlimited management and colleagues to understand the business, requirements, and expectations.
- Liaise with the Marketing and Programming teams to ensure content is delivered, maintained, and executed following UX best practices for web and social media.

#### *External*

- Work with external vendors, developers, designers, and industry specialists to achieve business objectives as directed by Digital Marketing Manager.
- Maintain excellent communication with clients and external stakeholders.
- Ensure effective online communication is provided to all external customers, patrons, and followers.

### **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 needed, 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 in achieving 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.



Outcomes

- Auckland Unlimited meets its obligations as an employer.
- Auckland Unlimited's reputation is enhanced within the community.
- Health and safety requirements upheld.

### Key Skills

#### Essential

- Understanding of website, HTML/CSS, and responsive design.
- Understanding of digital marketing best practices and trends.
- Understanding of digital audiences and behaviour.
- Familiarity with Google Analytics/ Data Studio, Facebook Insights, and other monitoring systems.
- Confident with Microsoft Word and Excel programmes.
- Ability to present and contextualise data in a visual format.
- Excellent attention to detail.
- Proofreading and basic copywriting for online content and activities.
- Understanding of visual aesthetics, information hierarchy, layout, content flow and presentation.
- Sound administrative and organisational ability.
- Strong relationship-building skills.
- Excellent face-to-face and written communication.
- 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.
- Observation and active learning ability.



Key skills

#### Desirable

- Campaign management in a fast-paced working environment.
- Knowledge of Adobe Photoshop or similar image processing tools.
- Experience in account management, digital marketing advertising or digital publishing.
- Understanding of audience development principles.
- Knowledge of the performing arts and entertainment industry.

### Qualifications

- Tertiary qualification in digital marketing, marketing, communications, or a related field.


### Experience

#### Essential

- Experience in a digital marketing and/or digital communications role, preferably in a web and/or a social media management related role.




Job requirements

	<ul style="list-style-type: none"> <li>• Managing a schedule of content that is published on websites and social media.</li> <li>• Use of content management systems (e.g., WordPress, Wix, Joomla, Squarespace etc.).</li> <li>• Use reporting tools (e.g., Google Analytics, Google Data Studio, Google Tag Manager, Facebook Business Manager, etc.).</li> <li>• Strong knowledge of social media management, content creation, and campaign reporting (e.g., Facebook Creator Studio, Twitter, Instagram, LinkedIn).</li> <li>• Understanding of HTML/CSS.</li> </ul> <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Marketing or advertising experience in the entertainment, arts, or events industries.</li> <li>• Account management and project management.</li> </ul>
 <p>Key Relationships</p>	<p><i>Internal</i></p> <ul style="list-style-type: none"> <li>• Auckland Live and Auckland Unlimited digital team.</li> <li>• Auckland Unlimited cross-team colleagues (Campaigns, Major Events, Ticketing, Communications, Programmes, and Presenter Services, Technical and Operations).</li> <li>• Other Auckland Unlimited colleagues.</li> </ul> <p><i>External</i></p> <ul style="list-style-type: none"> <li>• Show and event producers, promoters, presenters, visiting companies and agencies.</li> <li>• Suppliers.</li> <li>• Auckland Council colleagues.</li> </ul>

**Disclaimer**

The above statements are intended to describe the general nature and level of work 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. Employees may be required to perform duties outside of their normal responsibilities as needed from time to time.

Approving manager:	Version date:

 <p>Job framework</p>	Job function:	Job family:	Job:	<b>DFA</b>  <b>Budgeted:</b> <b>Unbudgeted:</b>
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