

Job Description:

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| Position: | Digital Specialist |
| Location: | Northland region |
| Responsible to: | GM Destination Marketing & Management |

Primary Objectives:

- Develop and implement Northland Inc's Digital Channel Strategy, to maximise the profile of Northland region in online channels and to effectively use the internet as a resource and information base for the organisation and for our customers.
- Oversee website contracting, website operation and SEO management for Northland Inc to ensure Northland's Regional Tourism Organisation and the Northland Inc corporate online presence is functional, compelling, and highly useable.
- Develop and implement a destination and corporate social media programme which maximises the Northland region and Northland Inc's presence in relevant social media channels.

Functional Relationships:

Internal

- CEO & Administration staff
- NI teams – Destination, Investment & Infrastructure, Tai Tokerau Northland Economic Action Plan
- NRC Staff
- NI Directors
- Agencies and businesses within the Orchard co-operative space

External

- Agencies, industry sector groups and businesses across the Northland Region
- Contractors for digital activity, including but not limited to; PR and media agencies, website designers, social media influencers and relevant digital media.
- Tourism NZ digital staff, MBIE digital staff, Tourism Industry Aotearoa, NZ Cruise Association, CINZ and other tourism and business sector organisations

Key Outcomes:

1. Channel / Digital strategy developed and delivered which maximises Northland and Northland Inc’s online and social media presence
2. Delivery of an innovative and highly functional website architecture which provides all operating areas of Northland Inc with an accessible and seamless process for placement of programme content
3. Innovative social media programme developed and delivered which places Northland and Northland Inc in front of maximum possible targeted domestic and global audiences as relevant
4. Timely and effective analysis and reporting on digital channel results

| Key Tasks | Expected Outcomes |
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| <p>1. Channel Digital Strategy Developed</p> <ul style="list-style-type: none"> • Research and assess online channels, and recommend priority channels to give optimal audience reach • Prepare a clear and concise digital strategy, in conjunction with relevant staff and to budget • Monitor and measure results, and make recommendations for changes and enhancements as required | <p>Strategy developed which meets agreed organizational needs and is to budget</p> <p>Strategy uses latest technology and techniques and maximizes audience reach and engagement</p> <p>Reporting demonstrates strategy effectiveness and / or recommends changes as and when required</p> |
| <p>2. Northland Inc website reviewed, developed, and managed effectively</p> <ul style="list-style-type: none"> • Create website layout/user interface by using standard HTML/CSS practices • Integrate data from various back-end services and databases • Be responsible for maintaining, expanding, and scaling website • Stay up to date with | <p>Website delivered which meets agreed needs of the organisation and which provides an innovative and compelling ‘window into Northland’</p> <p>Website contractor meets agreed KPIs</p> |

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| <p>emerging technologies/industry trends and apply them into operations and activities</p> <ul style="list-style-type: none"> • Cooperate with web designers / content developers to match visual design intent • Design and oversee website SEO and ensure website performs optimally • Ensure website provides all operational areas of the organisation with the tools they need to manage information sharing with all client groups • Ensure website platform is optimised to meet the needs of the organisation | <p>Active ongoing SEO operates so that website performance is maximized</p> <p>Website includes all functional attributes required including reports, newsletters, databases, image library and has the flexibility to adapt quickly to new requirements as they are identified.</p> |
| <p>3. Social Media Programme developed and delivered</p> <ul style="list-style-type: none"> • Assess and utilise social media channels which reach target audiences and deliver activity required for all operating areas of Northland Inc • Effectiveness of messages, reach and engagement is monitored on an ongoing basis using analytic tools • As the marketplace and environment changes, new channels are recommended and accessed, with an always-on approach to channel use and content placement | <p>Operating areas agree with channel recommendations and target audiences clearly defined</p> <p>Regular reporting proves effectiveness</p> <p>Northland is at the forefront of social media conversations in relevant channels and with target audiences</p> |

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| <p>4. Digital Strategy and tactical work programme are monitored and measured</p> <ul style="list-style-type: none"> Monitoring and measurement tools are developed for all programmes | Reporting mechanisms set up and regular reports provided to an agreed timetable |

Ideal person specification:

Essential

- Knowledge of website development platforms and the ability to plan and direct development of relevant website architecture and design
- Excellent communication skills – oral/written
- Experience in a digital marketing environment, ideally as it relates to regional economic development, destination marketing and corporate communications
- Website management and development skills including an advanced working knowledge of HTML and CSS
- Proven skill, experience and passion for social media with self-directed ability to stay current with emerging trends and upskill where necessary
- Proficient in relevant software and App use

Desirable

- Working knowledge of the role of an Economic Development Agency and Regional Tourism Organisation, and of external agencies who function in the economic development and tourism space

Special aptitudes

Maturity and judgement to operate in a political environment
High level digital skills
Good organisational/time management skills
Ability to manage multiple projects and work streams
Personable nature

Personal attributes

Professional standard of dress and presentation
Team player
‘Can do’ attitude
Ability to plan/think ahead

Personal Characteristics Honest, reliable, discrete, efficient, friendly, motivated