



Good governance for a strong Aotearoa New Zealand

Digital content and marketing coordinator Position description | He kōrero mō te tūranga

Reports to: Web and Digital Lead

Location: Institute of Directors, Wellington

Job dimension: Full-time / Permanent

Direct reports: Nil

About us | Mō mātou

The Institute of Directors is the professional body for directors in Aotearoa New Zealand and is at the heart of the governance community. Our vision is for a strong, fair and sustainable New Zealand and we believe good governance has the power to enable this.

Our 10,500 members represent New Zealand's diverse director community and are connected through our branch network and events programme. We set and uphold the highest standards of governance practice and provide high-quality education and professional development programmes, consulting and services for boards, thought leadership and advocacy, and programmes that safeguard the future and build a talent pipeline for tomorrow's boardrooms.

Our values | Ā mātou uara

Māiatanga | Courage

We are bold and have the courage to do the right thing.

Manaakitanga | Support

We are welcoming and show respect for each other.

Kaitiakitanga | Stewardship

We take responsibility of care.

Whakatautetanga | Individual

We respect the value each individual brings.

He pukenga wai | Learners for Life

We seek to learn and share our knowledge.

Position purpose | Te aronga o te tūranga

The digital content and marketing coordinator ensures engaging, accurate and relevant communication, marketing campaigns and content is delivered to members and customers through our digital channels, with a focus on email campaigns and social media. This includes scheduling, producing, editing and distributing relevant campaigns and posts. This role also supports content loading to the IoD and Chapter Zero websites.

This role is future-focused, identifying and implementing ways to enhance engagement through our digital channels. Working across teams, including with our branch and commercial teams, this role identifies relevant or specialist content or products for curation and/or publishing, and contributes to and delivers integrated marketing and content campaigns across all digital channels.

Key Responsibilities | Ngā haepapa matua

Email newsletters and campaigns

- Administer, build and schedule email communications, including prepping images, writing and editing content blocks, liaising with stakeholders on content
- Develop email templates that are on brand and fit for purpose
- Loading of content, selecting and prepping images
- Segmenting audience data to ensure emails are targeted to the right recipients
- Manage subscriber lists, ensuring lists are accurate and relevant for the communications
- Collect performance data and provide insights and analysis performance and optimisation opportunities
- Run cross-functional planning meetings for regular emails
- Look for ways to improve email campaigns, and bring forward ideas and recommendations

Social media

- Manage the social media schedule ensuring alignment with other activities across marketing and communications
- Edit and/or write engaging, accurate and on-brand social media posts as per the content schedule and marketing campaigns
- Select and prepare images/tiles as per brand guidelines
- Loading of content to our social media platforms
- Creation of social media advertising campaigns
- Monitor social media sites and community engagement, ensuring any issues are brought to the Head of Strategic Communications' attention
- Work with the Marketing and Communications Teams to analyse performance of social channels and suggest and execute improvements to build engagement and achieve campaign goals.

Communications and content support

- Manage the requests for work that come in through the shared inbox and project board (currently Asana)
- Assist with editing, formatting and loading content to website, including new articles and Boardroom magazine content, ensuring quality and brand standards are met
- Support Web and Digital Lead with website auditing to ensure content is up-to-date and fit-for-purpose”
- Support quality assurance by proofreading and format checking of content across websites, channels and advertising
- Support functionality of other loD digital tools, including Vimeo, Google Analytics, Buzzsprout, Asana, and NetSuite
- Edit photos and audio/visual content for use in other loD digital channels as required
- Assist with planning and delivery of paid advertising campaigns

- Maintain the procedure manuals and documents to ensure accuracy and for business continuity.

General

- Contribute to a dynamic, high-performing and inclusive ‘one loD team’ culture that is focused on outcomes, impact, effectiveness and delivering clear value for our members and customers
- Prioritise the health, safety and wellbeing of self and others
- Work in a way that is aligned to and champions the loD’s values
- Undertake other activities as are reasonably required to carry out the functions of the position and support team effectiveness

Key Relationships | Ngā hononga matua

Internal:	External:
<ul style="list-style-type: none"> • Marketing team • IS team • Branch managers • Governance Leadership Centre and Members team • Internal customers for social media and email campaigns and website updates. 	<ul style="list-style-type: none"> • Suppliers and vendors • Media organisations • Partner and sponsor organisations • Agencies

Person Specification | Mōu ake

Qualifications and experience

- An appropriate tertiary level qualification such as a marketing or communications degree or equivalent experience.
- A minimum of three years’ experience in marketing and/or communications.
- Experience with social media posting and advert creation.
- Experience in using email campaign automation platforms and segmenting audience data. MailChimp experience is preferable.
- Experience with CMS systems.
- Experience in using Canva or an equivalent graphic design platform.
- Experience in using Asana or an equivalent work management platform.

Skills

- Well-developed written and oral communications skills, including writing for web
- Strong interpersonal skills and the ability to work effectively in a small team
- Excellent organisation skills, and an efficient, well-organised approach to work
- Ability to collect and analyse data to develop actionable insights
- High level of accuracy and attention to detail, including good proofreading skills
- Able to prioritise and manage competing demands
- Able to achieve agreed work programme and tasks in an accurate and timely manner

Key Competencies | Ngā tohungatanga matua



We hold ourselves to high standards

We build our knowledge and stay up to date on the things impact our roles - and our team

We aim high, deliver quality work and always bring our best

We set challenging goals that support our purpose and lift our performance

We use our values and good judgement to guide our decisions and actions

We do what we say we will and don't let others down

We speak up for what's right

We know our limits and when to ask for support

We admit our mistakes and own our actions when we get it wrong

We seek out feedback and use this to learn and improve



We develop ourselves

We commit to our own development and professional practice

We lift our cultural competence, understanding, behaviours towards and attitudes of Māori and their culture, as the indigenous people of Aotearoa New Zealand

We are curious, openminded and willing to change our minds

We learn through experimentation, success, failure and mistakes

We are generous with our knowledge and are students *and* teachers every day

We are OK being outside our comfort zone as we know that's where learning happens

We are self-aware and reflect on the impact of our actions



We value teamwork & collaboration

We are welcoming and respectful to all regardless of culture, beliefs, lifestyle, position, gender, sexual orientation, or ability

We bring team spirit and believe that together is better

We participate actively, positively and constructively

We back each other up and support our teammates and colleagues

We offer up ideas and solutions that improve or benefit the team

We share responsibility and recognise the good work that others do

We value the strengths and diversity of thought and experience in the team

We face up to conflict in a healthy way and focus on the issue, not the person



We put our members & customers first

We always act for the good of the IoD and our purpose to positively transform governance

We build good relationships with our members and customers to gain their respect and trust

We go the extra mile for our members and customers - both inside and outside the organisation

We care about the impact of our work on our members and customers and do our best for them

We monitor member and customer satisfaction and focus on fixing what's not working and improving their experience

We see things from our members' and customers' perspectives and design services and create solutions that meet their needs



We strive for excellence and look for better ways to do things

We harness technology to drive continuous innovation, improvement and efficiencies

We understand our financial drivers and commercial environment and make decisions that positively impact this

**We are
outcomes
focused**

We are adaptable and can refocus our work and our energy to what's most important
We think outside the box, bringing creative ideas and solutions to problems
We push ourselves forward and show persistence
We build resilience to bounce back from setbacks
We weigh up the impacts of our actions and decisions, and take calculated risks

Authority | Rangatiratanga

The digital content and marketing coordinator has the authority to make decisions and carry out actions in all matters related to the responsibilities and deliverables of the position consistent with budget approvals.

Amendments to the responsibilities | He whakahounga ki ngā haepapa

The responsibilities of this position are expected to change over time as the IoD responds to the changing environment in which we operate, and commercial demands and requirements. This position description will be updated as required to reflect these changes. The incumbent will need the flexibility to adapt and develop as the environment evolves.