



**Tairangahia a tua whakarere; Tātakihia ngā reanga o āmuri ake nei**  
**Honouring the Past; Inspiring the Future**

**POSITION DESCRIPTION**

<b>Job Title</b>	Web and Digital Advisor
<b>Team/Directorate</b>	Organisational Development (Policy, Strategy & Corporate Services)
<b>Report To</b>	Manager Publishing
<b>Role Purpose</b>	The Web and Digital Advisor is primarily responsible for developing and maintaining the digital channels of Heritage New Zealand Pouhere Taonga including the website(s) and social media platforms (including technology and content) in support of the wider communications and marketing goals of the organisation.
<b>Direct Reports</b>	Nil
<b>Key Relationships</b>	<p>The position has a relationship of value with all Heritage New Zealand Pouhere Taonga staff and all heritage stakeholders. Its key relationships, however, are:</p> <p>Internal – the Organisational Development team, the Regional Services team, the Māori Heritage Directorate, Manager Heritage Assets (Northern/Central/Southern), property staff, and the Business Support Administrator.</p> <p>External – Website developers, designers, other Government agencies, heritage professionals, local government organisations, members, iwi and hapū.</p>

**Key Responsibilities**

	<b>Deliverables/Outcomes</b>
Performance Accountability (1)	<p>Implement the redevelopment of the organisation's website based on the 'roadmap' approved by the Executive Team and Director Organisational Development.</p> <p>Under the guidance of the Manager Publishing, co-ordinate web design and development.</p> <p>Liaise with internal and external stakeholders to ensure the timely and efficient delivery of a website which supports the organisation's mission and serves the needs of its diverse audiences.</p> <p>On completion of the project, take responsibility for ongoing maintenance of site, including content revision and site enhancements. Monitor web traffic and other metrics to</p>

	<p>identify improvements and best practices.</p> <p>Support/train and assist others using the content management system.</p>
Performance Accountability (2)	<p>Accountable for leading, developing, implementing, monitoring, and reviewing the digital channels used in marketing and communications for HNZPT including social media (Twitter, Facebook, Instagram and YouTube).</p> <p>Monitor all channels, and employ analytics and reporting metrics to optimise use, to meet and exceed our goals and to grow our audience</p>
Performance Accountability (3)	<p>Create high quality, sharable content to raise brand/organisational awareness, and curate engaging audience-appropriate copy, for the organisation's digital communications with editorial oversight by the Manager Communications and Marketing.</p>
Performance Accountability (4)	<p>Oversee storage and archiving of digital communications assets including stories, images, video and other formats.</p>
Performance Accountability (5)	<p>Liaise with other marcomms staff, IT personnel, and information management personnel to provide advice to support the organisation's digital development/transition programme.</p> <p>Be prepared to explore and implement future-focused solutions, particularly around digital interpretation, and storytelling through immersive technologies such as Virtual, Augmented and Mixed Reality.</p>
Heritage	<p>A demonstrated interest in heritage, and a desire to engage others in an understanding of its importance.</p>
Internal and External Relationship Management	<p>Establish and maintain positive professional relationships internally and externally.</p>
Bicultural Responsiveness	<p>Work to ensure that the Treaty of Waitangi (Te Tiriti o Waitangi) and the vision for Māori Heritage (Tapuwae) are promoted.</p> <p>A commitment to applying these principles to the development and implementation of all digital communications.</p>
Health and Safety	<p>Ensure all contract arrangements specify the supplier's legislative requirement obligations, particularly the Health and Safety at Work Act 2015 and monitor their compliance with their obligations.</p> <p>Work to ensure that all organisational health and safety requirements are met and exceeded.</p>

## Person specification - Essential Competencies and Attributes

Technical	<p>Expertise in web user interface design including a strong understanding of SEO, CMS and UX.</p> <p>In-depth knowledge of new technologies and trends in website design.</p> <p>Proven ability to drive and deliver complex, digital/website projects on time and to budget.</p>
Communications	<p>Excellent interpersonal, collaboration, and communication skills.</p> <p>Ability to write and edit engaging content for a specific audience.</p> <p>Capability in digital marketing, including social media, mass email and web platforms and a high competency in analysing and using data to inform decision making.</p>
Skills and knowledge	<p>Ideally graphic design skills for digital/web environment.</p> <p>Proven project analysis skills (monitoring of progress in key result areas to deadlines, risk, and issue management, incorporating stakeholder feedback, and ensuring delivery of performance standards).</p> <p>Excellent planning and organisational skills.</p> <p>Keen attention to detail and advanced troubleshooting skills.</p> <p>High level numerical and literacy skills and judgement of estimated costings, budget, and expenditure.</p> <p>Awareness of governmental procurement practice and relevant e-government guidelines would be advantageous.</p>
Professionalism	<p>Demonstrates honesty, integrity, commitment and loyalty in behaviour and work performance.</p> <p>Shows willingness to contribute to innovative and creative problem solving across the organisation's digital ecosystem.</p> <p>Sets high standards of excellence and quality of performance in both self and others.</p> <p>Is forward-thinking and committed to proactively seeking positive heritage outcomes.</p>
External Relationship Building	<p>Builds and maintains positive and constructive working relationships externally.</p> <p>Achieves clear and effective two-way communication with a wide range of people in all situations.</p> <p>Is respectful to the needs of the organisation's customers and of heritage stakeholders.</p>
Team Relationships	<p>Fosters and exhibits a strong team spirit as a team member</p>

	within the Organisational Development Team.
Organisational Behaviours and Values	Demonstrates the organisational behaviours and values.

**In everything we do, Heritage New Zealand Pouhere Taonga staff demonstrate the following behaviours:**

- **Tairangihia – Honouring and Respectful**
- **Kotahitanga – Collaborative and Unified**
- **Tātakihia –Inspiring and Progressive**
- **Manaakitanga – Considerate, Demonstrates Integrity and Authoritative**

#### **Desired Qualifications and Professional Experiences**

Professional Experience and Credibility	<p>Experience in the public sector, preferably in the arts, culture, or heritage sector.</p> <p>Experience in external supplier/contractor management including preparation of written design, product, or content supply briefs; managing Requests for Information (RFI) and Requests for Proposals (RFP).</p> <p>Budget management experience including assisting in developing cost plans and cash flows; maintaining expenditure control; and preparing budget reports.</p> <p>Experience in overseeing web/digital design and development projects.</p>
Qualifications	<p>Qualification/s in a relevant discipline e.g. marketing, communications, web or graphic design. Course work in web development, software engineering, user experience and user interface design or similar.</p> <p>At least 2 years' experience.</p>