

**Position:** Digital marketing & content coordinator (full time – 40hrs pw)

**Term:** Fixed term (to 30 June 2026 with potential for extension)

**Reports to:** Media & PR Specialist

**Date:** April 2025

**Purpose of Position**

To lead, coordinate, and implement Hawke’s Bay Tourism’s digital strategy. Responsible for coordinating and optimising the organisation’s digital assets (eg website, social media, and databases).

To lead the day-to-day online/digital activities including brand amplification, short-lead responsive tactical initiatives, social media content and industry and stakeholder communications.

To actively manage, maintain, and develop HBT’s digital platforms (website, social media, database, and asset management channels) in support of the organisation’s consumer, brand, media, membership, event and trade marketing activities.

To work closely with internal stakeholders, external partners, and technology vendors to ensure the smooth operator, content management, and technical maintenance of the digital channels.

To monitor, measure, and report on success or trends of digital activities, as well as analysing and reporting on other research tools available (such as TECT – Tourist Electronic Card Transaction).

To work alongside the Media & PR Specialist in the delivery of the annual communications plan in a way that is effective and cost-efficient.

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| KEY AREA OF FOCUS | PERFORMANCE EXPECTATIONS/OUTCOMES |
| Digital Channels: | * Ensure all Hawke’s Bay Tourism (HBT) digital channels are up-to-date and deliver integrated, multi-channel marketing and event solutions that align with the region’s destination positioning objectives. * Maintain and update website content regularly, including news stories, imagery, and operator listings, ensuring content is relevant, timely, and engaging. * Oversee the performance and content of HBT websites, identifying opportunities for continual improvement in user experience, design, and functionality. * Lead the development of high-quality digital content for the website and extend reach through amplification via social media, email databases, and external channels. This includes collaborating with internal teams, partners, and external suppliers as required. * Take day-to-day responsibility for the accuracy, appearance, and overall user experience of HBT websites, ensuring alignment with consumer needs and organisational goals. * Collaborate with colleagues and stakeholders to create compelling digital content—including social media posts, videos, and electronic direct mail (EDM)—that is brand-aligned and results-driven. * Provide strategic recommendations for website enhancements and coordinate implementation with suppliers, ensuring solutions are delivered on time and within budget. * Maintain and develop the membership website as the primary communication platform for members, stakeholders, media, and trade partners. * Identify and manage relationships with social media influencers, partners, and sponsorship opportunities to extend brand reach and engagement. * Conduct regular analytics reviews across all HBT websites to monitor performance, identify trends, and make data-informed recommendations for website optimisation. * Assist in managing website domain ownership and related administrative tasks. * Lead the management of HBT’s consumer and event social media channels, including developing a content calendar, curating engaging content, and aligning with destination marketing goals. |
| Brand and Assets Management: | * Support the development and maintenance of Brand Guidelines for application in HBT consumer and trade marketing activity. * Work with design, creative, and print production suppliers to develop branded assets and collateral for HBT as required. * Manage administration of visitor guide storage and distribution. * Ensure HBT image stocks remain current and are fit for purpose, including forecasting of future requirements. Coordinate acquisition or commissioning of photography for new and/or updated products, suppliers, events and experiences to meet organisational requirements. * Leadership of HBT’s asset management platform, BrandKit, including asset loading and maintenance, as well as responding to industry requests and queries. |
| Monitoring and evaluation | * Monitor and report on measurable digital performance using tools such as Google Analytics, social analytics, and email metrics. * Analyse and interpret tourism data (e.g., TECT – Tourist Electronic Card Transaction reports) and identify and apply other research tools such as sentiment indices to inform strategy. * Conduct initiative result reviews and, where necessary, advise on any adjustment to ensure optimum results are achieved from each campaign. |
| Media, PR & Comms support | * Assist the Media & PR Manager as required in delivering aligned digital activities and communications in a timely and cost-effective manner. * In conjunction with our suppliers, prepare post-implementation reviews and ensure the lessons from each campaign are known and used to enhance future activity. * Ensure partner events receive HBT digital support towards enabling event objectives and achievement of enhanced profile. * Provide support for ad-hoc or short notice marketing, media, event, and trade opportunities, including hosting. |
| Other: | * Work collaboratively as part of the team, developing effective working relationships with stakeholders, answering general queries and fulfil all requests. * Professionally represent the values and essence of Hawke’s Bay and Hawke’s Bay Tourism. * Develop and maintain cultural awareness, understanding the importance of Māori tikanga especially for tourism by respectful cultural practice, campion and promote inclusion, * Provide sound judgement in decision making, complying with financial regulations and corporate financial reporting arrangements and controls. * Ensure you follow and adhere to all health and safety policies and procedures of the organisation. * Undertake all other reasonable duties as required. |

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| PERSON SPECIFICATION |  |
| Education and Qualifications | Essential   * Tertiary qualification in marketing / digital / communications |
| Competencies and Experience | Essential   * 3-5 years’ marketing experience * Website CMS skills * Social media management * Digital analysis   Desirable   * Tourism industry experience * Creative agency experience * Design suite experience/skills * Knowledge of the Hawke’s Bay region * Marketing campaign management * Email database activation * Photography and/or videography experience |
| Personal Attributes | Essential   * Enthusiastic, energetic and self-motivated * Team player * Great at building connections * Takes initiative and demonstrates can-do attitude * Reliable, trustworthy, and acts with integrity * Willing to go above and beyond to get the job done |