

Head of Content and Channels

Reports to: General Manager – Marketing, Brand and Communications

Direct Reports: Four

Team: Marketing, Brand and Communications

Date: October 2024

Role Purpose

The Head of Content & Channels leads the strategy and execution of ChristchurchNZ's digital content and channels, driving audience engagement, brand relevance, and campaign performance.

This role is key in ensuring ChristchurchNZ maintains a market-leading presence through effective content creation, digital platform management, and strategic communication initiatives.

The position will ensure ChristchurchNZ's digital platforms, social channels, and content strategy deliver a compelling customer experience, driving awareness and promoting Ōtautahi Christchurch.

ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

Who is ChristchurchNZ

ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

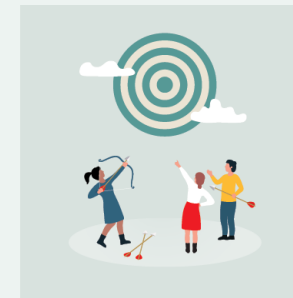
What does the team do

Marketing, Brand and Communications employees tell compelling stories of Ōtautahi Christchurch, showcasing the city as a great place to live, visit, work, study and do business. Through our storytelling, we share authentic messages about Ōtautahi being a place of balance, with the goal to increase awareness of our remarkable city.

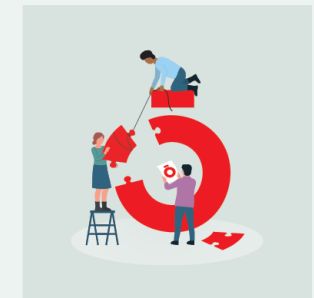
We champion the city's brand and develop captivating campaigns and promotions that help our colleagues and partners achieve their business goals. Join us to tell better stories of Ōtautahi Christchurch.



We are Open



We are Purposeful



We are Together

| What you will do

Content & Channels Strategy

- Lead the development and execution of ChristchurchNZ's content and channels strategy, enhancing audience engagement and brand visibility.
- Drive continuous improvement by adapting strategies based on market trends, audience insights, and best practices.
- Ensure digital platforms, including websites, social media, and email, deliver consistent and compelling experiences aligned with organisational goals.

Digital Transformation

- Lead large-scale digital transformation initiatives, particularly overseeing major website redesigns to improve user experience and business outcomes.
- Optimise digital channels with integrated SEO and SEM strategies to maximise reach and engagement.

Team Leadership

- Mentor and motivate the Content and Channels team, fostering personal development and aligning individual roles with the broader strategy.
- Build a collaborative team culture, recognising strong performance and addressing areas for improvement.

Operational Excellence

- Manage the digital marketing budget efficiently, ensuring alignment with programme goals.
- Implement performance tracking systems to assess the impact of digital content, driving data-driven improvements.

Partnerships & Collaboration

- Build and maintain strategic partnerships with internal teams and external stakeholders to ensure integrated, high-impact digital delivery.
- Position ChristchurchNZ as a digital thought leader, collaborating cross-functionally to optimise content reach and organisational outcomes.

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.

| What you will have

Essential Skills:

- **People Leadership:** Proven ability to lead and develop a high-performing digital marketing and content teams.
- **Content & Channels Management:** Expertise in content lifecycle management, digital platforms (websites, social media, email marketing), and SEO/SEM strategies.
- **Large-Scale Digital Transformation:** Demonstrated experience in leading large-scale digital transformations, particularly overseeing complex website redesigns and developments to enhance user experience and business outcomes.
- **Digital Marketing Acumen:** Experience leading digital marketing campaigns, analysing performance data, and optimising campaigns for improved results.
- **Innovation & Growth:** Ability to identify trends, drive innovation, and implement cutting-edge digital strategies.
- **Team Development:** Strong leadership skills, with a track record of mentoring teams and fostering a culture of continuous improvement.

Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.
- 7+ years of digital marketing experience, with 3-5 years in a leadership role.

| Ways of Working

PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

PEOPLE LEADER RESPONSIBILITIES

- Lead with empathy and integrity and role model our organisational values
- Create and maintain an environment of psychological safety for your team, encouraging diversity of thought and innovation
- Champion a commitment to health, safety, and wellbeing across the organisation
- Develop your team to be at their best, using our talent management tools and principles
- Be accountable for your own growth and development as a leader so that you can coach others
- Provide strategic direction and support for your team, with the ability to navigate and lead through change
- Champion diversity and inclusion initiatives and the importance of mana Whenua and Māoritanga across the organisation

| Working relationships

INTERNAL

- Primarily within immediate team
- Collaboration with most of the organisation
- Influencing across most of the organisation

EXTERNAL

- Transactional interaction with external stakeholders
- Influencing and/or negotiating with external stakeholders
- Final negotiations with external stakeholders

| Financial Delegations

BUDGET MANAGEMENT

- N/A
- Yes

BUDGET OWNERSHIP

- N/A
- Yes

BUDGET LIMIT INDICATION

- Nil
- Up to \$50,000
- Up to \$100,000
- Over \$100,000

Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy