



Position Description

Company	Skyline Management Limited	Date	January 2026
Title	Digital Coordinator	Reports to	Group Digital Manager
Team	Customer Experience & Digital	Location	On-Site

Our Purpose

Skyline's purpose is to share real fun with the world. Gravity is our superpower. But not our only power...

The purpose of this role is to support the evolution of the Group's digital platform and optimise trading performance & content localisation.

The Digital Coordinator will work closely with the Digital Team, wider CXD Team and local Skyline marketing teams to support them in utilising digital technologies to achieve sales, marketing, and customer experience objectives.

Our Strategic Goals

DELIVER:

Target ROI from all SEL Business units

INVEST:

In high potential businesses in outstanding locations

OPERATE:

An efficient, agile and sustainable business

EMPOWER:

Empower our people to deliver real fun

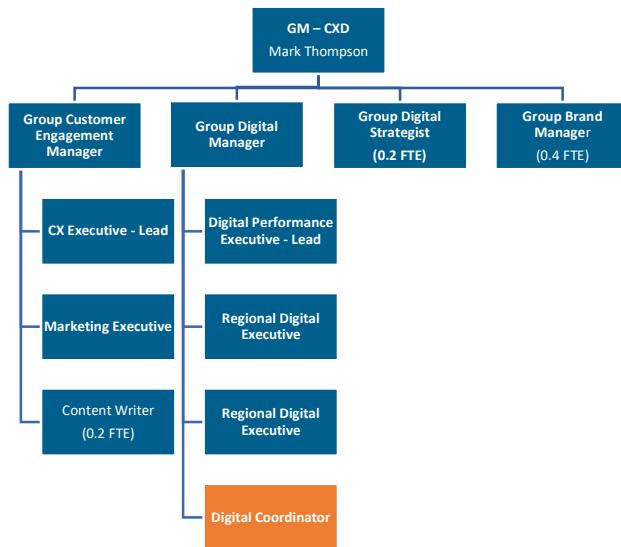
Our Values and Culture

Skyline Enterprises is a leader in the New Zealand travel and tourism sector. We are successful because of the commitment of our staff towards our company's purpose; to share real fun with the world. We have three values that sum up how we communicate, behave, and work together to achieve our goals. We're Skyliners. We're brave, we care, and we do everything we can to deliver real fun and make people smile.



Key Relationships

Internal	With SEL Group IT & Finance teams, SEL Business Unit Sales & Marketing teams, Wider Group CXD team, Group Digital Manager, Digital Performance Executive - Lead, and Regional Digital Executives.	External	As required with, all digital vendors, distribution channel partners, third-party service providers, digital agencies, government entities and other industry participants.
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	Description	Weight
Website Content Management	<p>The Digital Coordinator will support the ongoing management, maintenance, and optimisation of Skyline's Group and location-based websites, helping ensure content is accurate, on-brand, and performing effectively across all digital platforms.</p> <p>Expected Results:</p> <p>Support:</p> <ul style="list-style-type: none"> • Assist with the ongoing updating and maintenance of Group and location websites <ul style="list-style-type: none"> ◦ Ensure all digital content aligns with Skyline brand guidelines and marketing objectives ◦ Maintain correct formatting, functionality, and presentation of website content ◦ Complete content and imagery updates, optimisations, and general website tasks as required • Assist with the uploading, formatting, and publishing of blog and editorial content across Group and location websites • Assist with basic on-page SEO (written content, image optimisation, meta titles/ descriptions, alt text, etc.,) <p>Lead:</p> <ul style="list-style-type: none"> • Act as the primary point of support for the Skyline Enterprises website <ul style="list-style-type: none"> ◦ Conduct regular checks for content relevance and updates ◦ Support other business units to update information as required (developments, property, Skyline results like annual report, etc.,) 	40%
Content Creation & Campaign Set Up	<p>The Digital Coordinator will play a role in supporting the creation of digital content that aligns with Skyline's brand identity and marketing objectives.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Support the sourcing and/or creation of Skyline assets • Ensure all digital content and copy is accurate, current, and adheres to brand guidelines • Assist in the creation of paid and social media assets, including imagery and ad copy, in line with brand guidelines 	20%
Basic Performance Monitoring	<p>The Digital Coordinator supports the monitoring and analysis of Skyline's digital performance, ensuring data-driven insights guide marketing and website optimisation efforts.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Support the tracking and analysis of overall website performance metrics • Assist with monitoring website trading and conversion performance • Assist in the preparation of regular digital performance reports • Support in the setup and optimisation of paid/social activities 	10%



Best Practice Implementation	<p>The Digital Coordinator supports maintaining the quality, efficiency, and effectiveness of Skyline's digital presence.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Perform scheduled checks for basic website issues (e.g. broken links, broken images, etc.,) • Support the auditing and review of digital campaigns to ensure they comply with best practise standards and provide feedback as needed • Assist in the creation, maintenance, and training of digital best practice processes • Support in the implementation and UAT of new digital initiatives • Assist in the organising and maintenance of digital marketing assets and documentation 	10%
CXD Support Triage	<p>The Digital Coordinator will serve as the first line of contact for triaging new requests submitted through the CXD support portal, including issue reporting and website development requests from various business units.</p> <p>Expected Results:</p> <ul style="list-style-type: none"> • Provide initial assessment and prioritisation of request, escalating complex issues to the appropriate team members or external vendors as required • Accurately log and categorise requests, ensuring all necessary information is captured • Provide timely updates and communication to requestors regarding the status of their submission 	10%
Project Support	<p>The Digital Coordinator will support key CXD initiatives as required.</p>	N/A
Social, Environmental & Governance Sustainability	<p>Ensure any actions, projects or proposals consider and proactively support the priorities of the Skyline Sustainability Framework:</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>People Caring for our people, our communities and our customers</p> </div> <div style="text-align: center;">  <p>Place A light footprint on the land, guardians of our places</p> </div> <div style="text-align: center;">  <p>Prosperity A value-driven responsible business</p> </div> </div> <ul style="list-style-type: none"> • Ensure recycling and waste management practices are carried out where possible • Maintain your work area to an environmentally acceptable standard • Make suggestions for environmentally sustainable improvements 	5%



Health & Safety	<p>Ensure a personal and organisational commitment to, and delivery against, health and safety (Safe Place, Safe People, Safe Practices) and sustainability objectives.</p> <ul style="list-style-type: none"> • Take responsibility for meeting Skyline's obligations in workplace health and safety by making sure own actions keep yourself and others safe • Conduct your work in a safe and reliable manner, adhering to Skyline's H&S procedures • Champion and advocate H&S where appropriate in your everyday interactions • Undertake H&S administrative processes as required 	5%
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Knowledge, Experience & Qualifications

Essential	<ul style="list-style-type: none"> • A minimum of 1-2 years of experience in a digital marketing, or website support role. • Experience supporting the delivery of digital content across websites and digital channels. • Working knowledge of CMS platforms and content publishing processes. • Basic experience with digital analytics and performance reporting. • Strong written and verbal communication skills. 	Desirable	<ul style="list-style-type: none"> • Experience supporting eCommerce or conversion-focused websites. • Understanding of website development, testing, or release processes. • Experience in the tourism, hospitality, or attraction-based industries. • Tertiary qualification in Marketing, Digital Media, Communications, or a related field.
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Person Specification / Key Attributes

Essential	<ul style="list-style-type: none"> • Collaborative team player able to work across multiple stakeholders. • Highly organised, with strong attention to detail. • Practical problem-solver with a customer-focused mindset. • Comfortable managing multiple tasks and competing priorities. • Proactive and eager to learn in a fast-paced digital environment. 	Desirable	<ul style="list-style-type: none"> • Interest in digital optimisation, analytics, and continuous improvement.
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Change of Position Description

From time to time, it may be necessary to consider changes in the position description in response to the changing nature of our work environment. This position description may be reviewed and amended from time to time during your employment after consultation with you.

Employee Name:	
Employee Signature:	
Date:	

