

Digital & Content Specialist POSITION DESCRIPTION



SURF LIFE SAVING®
NEW ZEALAND

Reports To:	Head of Commercial & Marketing
Location:	Auckland
Position Status:	Permanent role, 40 hours per week
Direct Reports:	N/A
Key Relationships:	Head of Commercial & Marketing, Marketing Manager, Media & Communications Manager, Partnerships Lead, Fundraising Manager, SLSNZ Partners and Preferred Suppliers, Partner Agencies, SLSNZ team, SLSNZ Members & Clubs.

ABOUT SURF LIFE SAVING NZ

As Aotearoa's leading beach and coastal safety, drowning prevention and rescue authority, we are truly unique, delivering proactive lifeguarding & essential emergency rescue services, a range of public education beach safety programmes, member education, training & development as well as a highly respected sport. With New Zealand having one of the highest rates of drowning (per capita) in the OECD, we are committed to changing this with a vision that 'No one drowns at the beach in Aotearoa, New Zealand.'

We do all this as a for purpose organisation and rely on the generosity of the public, commercial partners, foundations and trusts for donations and financial contributions in order to lead and support our incredible front line volunteer lifeguarding services. Surf Life Saving New Zealand (SLSNZ) is the national association and represents 74 surf lifesaving clubs with 18,000+ members, including more than 4500 volunteer surf lifeguards. Our surf lifeguards, patrol over 80 locations in summer as well as providing emergency call-out rescue services throughout Aotearoa - saving hundreds of lives each year and ensuring thousands return home safe, after a day at the beach.

OUR ORGANISATIONAL CULTURE STATEMENT

People are at the heart of everything we do. We support our clubs, volunteers and each other through our values of:

Collaboration • Integrity • Respect • Wellbeing • Fun

We are an organisation that our people are proud to work for and our whanaungatanga (sense of kinship, connection, relationships through shared experiences and working together) provides our people with a sense of belonging.

POSITION PURPOSE

The Digital & Content Specialist is responsible for executing the digital, social media and content strategies and plans. The focus of the role is to develop multi-format content and digital assets to promote all aspects of the organisation including lifesaving, education, sport, public safety messaging and events, with the goal of creating engaging and impactful content and communications. This role will also provide support for the execution of commercial partner campaigns and content, fundraising campaigns, and assist with graphic design.

KEY RESPONSIBILITIES

Please note that the following list describes duties that the appointee will be expected to undertake. It should not be regarded as a complete and exhaustive list and does not prevent the addition, alteration or deletion of duties from time to time as determined by the Head of Commercial & Marketing. KPIs to be discussed and determined by the Head of Commercial & Marketing. It is inherent in all areas of work that our team are required to apply and uphold the values and competencies of SLSNZ.

DIGITAL MARKETING AND CAMPAIGNS	<p>In conjunction with the Marketing Manager develop and implement an effective and engaging digital and social media strategy to connect with and grow our Surf Life Saving community, tell our story, raise our profile, drive donations and educate the public on beach and coastal safety.</p> <p>Support the development of the SLSNZ website to optimise the user experience both internally and externally; retain brand consistency, enhance lead generation, update content and ensure Search Engine Optimisation (SEO) best practices are adhered to.</p> <p>Coordinate and implement SLSNZ marketing campaigns and digital communications in line with the required timelines and brand guidelines:</p> <ul style="list-style-type: none">• Coordinate content and publish the monthly Member News and weekly Club Mail (e-newsletters) working with the wider SLSNZ team to source articles and stories.• Create templates for external and internal newsletters.• Support with the integration of commercial partner marketing and leverage activities across all digital channels, included related reporting when required.• Working with the Sports Team including High Performance, develop and deliver an effective SLSNZ sports events specific digital communications plan for domestic and international events.• Working with the Fundraising Manager, execute fundraising campaigns to drive donations and increase support across SLSNZ digital platforms.• Manage paid/organic marketing and advertising across all relevant channels to support key messaging and campaigns.• Provide regular updates on key activity, track progress and develop effective reporting systems for all campaigns and activations.
SOCIAL MEDIA	<p>Create an engaging social media strategy and drive its implementation across all SLSNZ channels; including Facebook, Instagram, YouTube, LinkedIn and Tik Tok</p> <ul style="list-style-type: none">• Manage and monitor all SLSNZ social media channels.• Work with SLSNZ Sports Team to create a sports social media content plan, supporting as required.• Oversee our regional social media pages and provide support and guidance to the regional teams.

	<ul style="list-style-type: none"> • Explore new platforms for SLSNZ • Implement regular monitoring and evaluation of our social media channels to improve performance, enhance audience engagement and increase reach. • Follow best practice, privacy, data and cyber security protocols.
WEBSITE AND APPS	<p>Be responsible for the day-to-day management and functionality of the SLSNZ website in line with best practice, design style guides and SEO:</p> <ul style="list-style-type: none"> • Create, update, manage and coordinate website content working with the different areas of the organisation and managing permissions. • Aim to provide an excellent user experience, striving to ensure the content is compelling, engaging and kept up to date. • Develop content plan working with SLSNZ teams. • Undertake regular analysis of website traffic and performance using Google Analytics and SEO strategies, and identify recommendations. • Review the objectives and performance of SLSNZ App. • Provide content for Safeswim and other websites as required. • Support the Marketing Manager with managing website upgrades and/or new website projects.
CONTENT CAPTURE AND CREATION	<p>Help create an emotional connection to the SLSNZ brand by telling our story through the development of engaging and innovative written, graphic, video material and content in all our communication channels.</p> <ul style="list-style-type: none"> • Produce unique cross-channel content for SLSNZ initiatives, events and campaigns, including capturing video and photography, that can be created into multi-form content, images, graphics and video. • Capture captivating content from beaches, clubs, patrols and SLSNZ day to day activities, and attend filming and photoshoots (commercial partners, SLSNZ brand shoots etc.) • Attend key national sporting competitions, awards, events, workshops and programmes to gather creative and engaging content for our channels. • Create compelling, shareable content assets such as infographics and social tiles. • Assist with content and imagery for the SLSNZ annual report as required. • Create and manage an up-to-date, effective and indexed SLSNZ image library.

DESIGN	Support the Commercial & Marketing Team with graphic design requests to produce content and edit imagery as required and follow all SLSNZ brand guidelines. Assist in updating and creating SLSNZ templates for documents, reports, e-newsletters, power point presentations, social media banners, advertisements, awards, certificates etc. as required.
COMMUNICATIONS	Identify and recommend innovative ways to communicate key SLSNZ messaging and information, expanding reach and engaging all key stakeholders.
Other Duties	Other duties as reasonably requested

PERSONAL ATTRIBUTES

<i>Creative and analytical</i>	You are creative, with a flair for design and an eye for photography yet apply analytical thinking to social media and digital content.
<i>High attention to detail</i>	You'll impress with your perfect grammar, methodical & systematic approach to check content, copy and design.
<i>Ability to work under pressure and stay focused</i>	You can manage competing deadlines whilst keeping composed in a busy environment. You are organised in your approach and excellent at prioritising tasks.
<i>Can work alone and autonomously</i>	You have the confidence to undertake assigned tasks without being micro-managed but the wisdom to ask questions and seek answers if in doubt.
<i>Initiative and reliability</i>	You are nimble and can think on your feet, you see things through, and you'll deliver. You have good problem-solving skills. You are confident in putting forward ideas and suggestions. Your work ethic is on point. You are a self-starter.
<i>Enthusiasm</i>	You believe in our cause and are excited to share our SLSNZ story and the incredible work our volunteer lifeguards undertake. You have a sense of humour, and the energy to work in a dynamic and fast-paced environment.
<i>Team player</i>	You understand the need to work together and collaborate in order to achieve our team and organisation goals.

SKILLS & QUALIFICATIONS

- Tertiary qualification and/or experience in digital media/communications/marketing.
- Confident with digital content creation, website management, search engine optimisation, google analytics.

- Experienced in social media with all key trends and platforms including Facebook, Instagram, Twitter, TikTok etc.
- Strong understanding of technology and experience with a variety of digital platforms such as Canva, Survey Monkey, Campaign Monitor, Creative Cloud, Dropbox and other similar packages, as well as a curiosity for emerging technology.
- Photography and videography skills and competency in editing software.
- Excellent written and verbal communication skills and ability to create publishable content.
- At least 2 years' experience in a similar role with digital/social media experience
- Full driver's licence.

