



We're Skyliners
Inspired by every smile.

Position Description

Company	Skyline Enterprises Ltd	Date	June 2026
Title	Content Manager	Reports to	Marketing Manager (NZ)
Team	NZ Marketing	Location	Queenstown/Rotorua

Our Purpose

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

The Content Manager (NZ) is responsible for the overall planning, co-ordination and delivery of content across NZ brand, campaign, always-on and tactical outputs. This role is the central point for content requests originating from across Skyline's NZ sites — Skyline Rotorua and Skyline Queenstown — ensuring the right content is delivered to the right channel at the right time, within budget and aligned to the centralised Brand framework.

This role has a strong development and delivery focus, taking briefs from the NZ Marketing team and site stakeholders, identifying the best approach to content requests and delivery (whether through internal resources, external creators or agency partners), including co-ordinating logistics across sites.

This role also requires regular domestic travel to ensure both Skyline Queenstown and Rotorua content opportunities and requests are delivered.

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 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.





Scope of Role

Responsible for	<ul style="list-style-type: none"> • Nil 	Peers	<ul style="list-style-type: none"> • Campaign Manager(s), Marketing Co-ordinator(s), Site Marketing teams
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Key Relationships

Internal	<ul style="list-style-type: none"> • NZ Marketing Team • NZ Sales Team • CX and Digital Team • Skyline Queenstown & Rotorua Senior Leadership Team • Finance and P&C Teams 	External	<ul style="list-style-type: none"> • Content creators • Creative & media agencies • Travel & Trade media • Industry and destination partners • Influencer collaborators and talent management representatives
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Key Accountabilities and Tasks

	Description	Weighting
Marketing, Content ownership (Brand, Campaign, Always-on).	<p>Content planning, co-ordination and delivery across all channels.</p> <p>Develop, own and maintain the NZ Content Calendar, ensuring alignment with campaign plans, social strategy, tactical initiatives and channel requirements across Skyline Rotorua and Skyline Queenstown.</p> <ul style="list-style-type: none"> • Manage content requests/briefs from across the NZ marketing team and site stakeholders (Sales, F&B, Conference & Events, Trade, CXD, Support Office, etc), and translate these into clear, actionable content plans and delivery schedules, co-ordinating delivery of agreed content outputs to brief and budget. • Vetting and identifying the most appropriate approach for delivery of each content request — whether through internal resources, external content creators, agency partners, or influencer collaborations. • Brief and manage external content creators, videographers, photographers, and production partners, ensuring briefs are clear, timelines are agreed, and outputs meet brand and quality standards. • Co-ordinate on-site logistics for content production across Skyline Rotorua and Skyline Queenstown, working with site stakeholders to ensure timing, resources, access, and talent requirements are in place. 	40%



	<ul style="list-style-type: none"> • Review initial content outputs and provide structured first-pass feedback to content producers or marketing teams, as appropriate to the brief. • Ensure content delivery covers all key channels including social media, digital, web, email, and paid media, as well as brand, campaign, and always-on requirements. • Support influencer collaboration projects end-to-end, from brief development and partner identification through to content delivery and performance review. • Oversee web content updates as part of overall content co-ordination, working with the digital and NZ marketing team as required. 	
Stakeholder & Cross-functional Collaboration	<p>Build and maintain strong cross-functional relationships to enable effective content planning and delivery.</p> <ul style="list-style-type: none"> • Collaborate closely with the NZ Marketing Team and in particular the Marketing Manager (NZ), Marketing Lead (Rotorua), Campaign Managers to ensure content activity aligns with campaign priorities and brand direction. • Work with key internal and agency partners to support the development of overarching NZ content strategy, including objectives, audience insights, and content mapping across customer journey stages. • Build and manage relationships with external content creators, production companies, and agency partners to ensure reliable and high-quality content supply. • Build and maintain active relationships with key industry and destination partners — including Tourism New Zealand, Destination Queenstown, Destination Wanaka, and RotoruaNZ — proactively identifying content co-creation opportunities working to ensure Skyline content is featured and utilised as widely as possible within relevant industry campaigns and activity. • Partner with site teams at Skyline Rotorua and Skyline Queenstown to ensure on-site content production is well-planned and operationally supported. • Foster a collaborative, one-team approach across internal stakeholders and external partners. 	20%
Content quality and performance.	<p>Ensure Skylines content remains fresh, effective and reflective of the brand across all channels and outputs.</p> <ul style="list-style-type: none"> • Monitor overall NZ content performance across channels, using data & insight to guide decisions on content type, format, frequency, and channel mix. • Identify emerging content trends, tools, and formats relevant to Skyline’s target audiences and channels, and proactively bring these to the team’s attention. • Maintain and manage content standards to ensure consistency, quality, and alignment with the centralised Brand framework across all outputs. 	20%



	<ul style="list-style-type: none"> • Contribute performance insights and recommendations into content strategy discussions with the marketing team and agency partners. • Maintain a clear point of view on what great content looks like for Skyline, using audience insights, performance data, and industry trends to continually raise the bar. • Champion continuous improvement in content quality and effectiveness across all NZ content activity. 	
<p>Content Operations & Administration</p>	<p>Manage content budgets, asset libraries, and ongoing professional development.</p> <ul style="list-style-type: none"> • Manage content production budgets, tracking expenditure and ensuring delivery of content outputs within agreed budget parameters. • Lead the develop and on-going management of the centralised NZ content asset library, establishing the system, tools and processes that will ensure all content is well-organised, accessible and/or distributed to relevant teams and channels in a timely manner. • Working with NZ Marketing team to develop and maintain a library of approved brand templates for use across various teams, ensuring content creators and stakeholders are always working from current, on brand materials/templates. • Maintain accurate records of content briefs, production schedules, supplier agreements, and delivery status. • Commit to ongoing self-learning to remain at the forefront of content management — staying current on trends, tools, platforms, and best practice in content co-ordination, influencer collaboration, and content performance. 	<p>20%</p>
<p>Social, Environmental & Governance Sustainability</p>	<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; text-align: center;"> <div style="width: 30%;">  <p>People Caring for our people, our communities and our customers</p> </div> <div style="width: 30%;">  <p>Place A light footprint on the land, guardians of our places</p> </div> <div style="width: 30%;">  <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. 	
<p>Health & Safety</p>	<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 everyday interactions • Undertake H&S administrative processes as required. 	



Knowledge, Experience & Qualifications

Essential

- Min 5+ years' experience in a content management, content co-ordination, or marketing role.
- Demonstrated experience managing end-to-end content production processes, including briefing, scheduling, and delivery of outputs, with experience in the use of relevant content planning & project management tools.
- Experience working with external content creators, videographers, photographers, and/or agency partners.
- Proven ability to manage multiple projects and priorities simultaneously in a fast-paced environment.
- High attention to detail and strong organisational skills.

Desirable

- Tertiary qualification in related field, Marketing, advertising and Communication etc
- Experience co-ordinating influencer collaborations or talent partnerships.
- Understanding of content performance metrics and analytics tools.
- Familiarity with digital asset management platforms and social media management tools.
- Familiarity with creative tools (Adobe, Canva)
- Experience working across multiple sites or business units.

Person Specification / Key Attributes

Essential

- Highly organised with strong project and time management skills, comfortable managing multiple content briefs and deadlines.
- Strong communicator with the ability to build effective relationships with internal and external stakeholders.
- Collaborative mindset with the ability to influence without authority across a multi-stakeholder environment.
- Customer-centric approach with an eye for quality and brand consistency in content outputs.
- Self-motivated with a genuine interest in emerging content trends and a commitment to ongoing professional development.

Desirable

- Previous experience in a similar role / industry
- Understanding of brand guidelines and campaign frameworks



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:	

