



POSITION DESCRIPTION

Position Title: Web Content Producer & Analyst
Directorate: Marketing Communications & External Affairs
Job Status: Fixed term

Daily Report to: Digital Marketing Manager
Overall Reports to: Head of Brand & Customer Engagement
Date: July 2021

Job Purpose:

The Web Content Producer and Analyst provides both a content creation and a strong web-based technical capability within the Marketing team. The position co-ordinates, writes and produces web content, and loads this content to the Museum website, thereby requiring experience working within a web CMS. This position helps to promote and support the Museum’s revenue generating business units, exhibitions, programmes, events, and core Museum activities. The role is required to report on web analytics, including both observations and implications.

Job Context:

Auckland War Memorial Museum has a vibrant brand that is well regarded within Auckland and is well respected across New Zealand and internationally. Publication of Auckland Museum’s Five-Year Strategy, has presented unique opportunities for the Museum to extend its ambition, reach new audiences and grow the digital business in step with Auckland’s growth.

The Web Content Producer and Analyst plays a role in enhancing equity in the Museum brand by using the Museum’s key message framework (Paerewa).

Reporting to the Digital Marketing Manager, the role helps to drive awareness of and visitation to the Museum by ensuring that the website is updated in a timely and relevant manner. Key to the success of this role is experience in web CMS (ideally Kentico) and understanding of best practice website architecture in order to build and update website pages with minimal input from the Digital Marketing Manager and/or Digital Experience team. The ability to work with web templates and software applications to ensure that the Museum website experience enables the best possible outcomes for our visitors and stakeholders alike is critically important.

With experience in writing for digital platforms for both visitors and stakeholders, this role co-ordinates, writes and produces exhibition and event content, including updates from time to time. This role may be required to contribute to the writing and production of stories related to the work the Museum does, however someone is currently writing these one day a week.

The role may extend to commissioning video to enhance website storytelling. This role will also be responsible for sourcing and editing of appropriate imagery to use in the website, and ensuring the right permissions are sought as required.

An important part of this role includes web analytics, looking at all manner of metrics to help the marketing team understand what is resonating with visitors and how they behave when coming to our site. An important part of the analytics role is providing the team with actionable insights.

Working with the Social Media Producer & Digital Executive, this role will from time to time collaborate on writing tasks. This role also works collaboratively with all the members of the Marketing and Communications team to provide web marketing expertise and advice.

To be successful, the Web Content Producer & Analyst will need to have energy to work at pace, the ability to multi-task in a busy environment, prioritise workload and the professional ability to work strategically and deliver tactically.

Relationships
<p>External Relationships</p> <ul style="list-style-type: none"> • Video production resource <p>Internal Relationships</p> <ul style="list-style-type: none"> • Digital Experience and ICT, Collections teams, Public Programmes team, Photographers, All staff
Key Tasks and Expected Results:
<p>Responsible for the website content creation and production</p> <ul style="list-style-type: none"> • Writes content for the website pages which Marketing are responsible for. This includes the liaison and trafficking of content from the Public Programmes, Membership and Collections teams. Included in this role is the editing of some long and short form content which may be supplied from Curatorial staff. • Liaises with Lead Designer on the production of infographics and/or other digital assets that require a Mac Op or Design component. • Sources images and approvals, in conjunction with Social Media Producer & Digital Executive • Edits images for use in the website within Photoshop • From time to time, writes briefs and liaises with external video production resource to create content. Where required, manages production requirements with other Museum personnel or external suppliers. • Publishes all marketing related content to website. This includes updates to existing pages, and also building of new pages/sections as required. • Contributes to the content plan, which is managed by the Social Media Producer & Digital Executive. • Takes ownership of UTM links and anchor links required for each campaign and maintains a log of all links used.
<p>Collaborates with other marketing team members to ensure a co-ordinated approach to all marketing activity</p> <ul style="list-style-type: none"> • Ensures all content is live and links are provided to the team for eDMs, social posts and other media activity. • Works closely with the Social Media Producer & Digital Executive to create, build and deploy content that social and/or digital points to. • Works closely with the rest of the marketing team to create, build and deploy content that eDMs point to.
<p>Responsible for website analytics including both observations and implications</p> <ul style="list-style-type: none"> • Experience in using Google Analytics to create and manage reporting dashboards. Experience in setting up Data Studios dashboard is advantageous. • Meets monthly with the Digital Marketing Manager and Social Media Producer & Digital Executive to review activity, reporting on performance and implications, • Provides data for various monthly reports
<p>Keeps abreast of trends in website content creation and content performance</p> <ul style="list-style-type: none"> • Looks to build knowledge as to how to optimise time on site, recirculation through site, cross-leverage off other content on the Museum site. • Liaises with the Social Media Producer & Digital Executive to regularly review how to increase the performance of both onsite and offsite content. • Ideally has experience in working with livestream, web cams, quizzes, online forms and the like. • Can demonstrate experience and knowledge in working in a digitally led marketing team.

Has proven digital capability to lead the seamless delivery of all website content created and managed by Marketing

- Pushes through new website features with Digital Experience to continually improve the user experience of the website.
- Helps with testing and bug fixing of website features and enhancements.
- Communicate regularly with Digital Experience via Slack, Jira and/or meetings as appropriate to log any website bugs.
- Works with Digital Experience and ICT on the development of new solutions to support Museum activities.
- Manages the improvement of existing solutions such as online ticketing, MyMuseum and Membership functionality which is owned by Marketing.
- Comfortable working with Agile ticket-based software, e.g Jira

Experience in SEO

- Has experience in Search Engine Optimisation and is able to take direction from the Digital Marketing Manager to implement SEO improvements where necessary.

Other

- Other duties as required by the Digital Marketing Manager

Ensure a healthy and safe work environment

- Understand their health & safety responsibility according to health & safety legislation.
- Understand emergency and evacuation procedures.
- Identify and report hazards, consistent with Museum policy and procedures.

Cultural awareness

- Proactive awareness and engagement with a wide range of cultures and associated protocol and traditions within Auckland, with reference to the Māori Dimension (He Kōrahi Māori) and Pacific Dimension (Teu le Vā);
- An understanding of the principles and practice of the Treaty of Waitangi and the implications for the work of the Museum.
- Demonstrate a thorough understanding of the Museum's specific obligations in Auckland's cultural landscape in a post-Treaty Settlement era.

Skills, Knowledge and Competencies

- Experienced in developing, implementing, measuring and reporting on website content created for marketing purposes. Ideally with experience in producing varied types of content within digital platforms.
- Experience in digital marketing and ideally with specific knowledge of:
 - Website CMS improvements and fixes
 - Reporting and analytics
- Industry experience in writing/publishing for digital channels and multiple audiences, with an effective writing style that is consistent with the Auckland Museum brand.

Competencies:

- Understanding and experience in website CMS, specifically in the management of improvements and fixes
- Experience in content creation for digital marketing purposes
- Outcome focused, with strong organisation and time management skills and an eye for detail
- Ability to work cross-functionally
- A passion for museums
- Able to work autonomously in a fast-paced environment
- Understanding and experience in SEO