

ROLE SUMMARY

Role title:	Content Manager
Reports to:	General Manager Destination, Marketing and Communication
Direct reports:	4 – Content Writer, Content Writer, Senior Social Media Advisor, Image and Video Producer
Date:	October 2025
Purpose of role:	The Content Manager is responsible for the development and delivery of our content strategy across all audiences by shaping, creating and sharing compelling content to inspire and drive consideration of Wellington as a place to visit, live, work and invest. This role manages the development and execution of written, visual and video content to reach and grow our target audiences, particularly via WellingtonNZ's owned channels - WellingtonNZ.com, social media and eDMs. This role manages the Content team to build Wellington's reputation through inspiring and impactful storytelling that is highly engaging and drives strong results for the region.

ROLE DESCRIPTION

Key responsibilities: specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/Tasks
Manage and deliver content for WellingtonNZ	• Responsible for the development of editorial content that is consistent with WellingtonNZ's brand and tone of voice, and is optimised for WellingtonNZ's channels and audiences • Work in conjunction with the Digital Manager, Communications and Media Manager and Marketing and Brand Manager to ensure there is a clear content, channels and communications strategy for our audiences. Work closely with the digital team to ensure content is optimised for our channels • Lead our content delivery to ensure we're taking a strategic, creative, well balanced and editorial approach to our storytelling to effectively engage our target audiences. • Lead editorial content meetings, brainstorming creative and topical ways to support businesses and events, as well as telling an inspiring wider Wellington story. • Manage the day-to-day planning, workflows and execution of our content and channels strategy and calendar. • Manage editorial sign-off with key WellingtonNZ sector leads to ensure consumer and stakeholder newsletters are reflective of WellingtonNZ brand and voice to increase engagement. • Develop ideas for, plan and create content across WellingtonNZ channels, campaigns and collateral in a way that drives greater engagement and boosts conversion. • Manage internal and external requests for content support. • Manage and recruit external copywriters/content creators as needed, acting as site 'editor' and ensuring WellingtonNZ's tone of voice is maintained. • Write editorial-style copy for print, web and other collateral. • Act as a producer, script writer, interviewer and editor for creating video content, as required.

Audience development and engagement

- Work in conjunction with the Digital team to undertake content reviews, audits and content maintenance to ensure content supports the development and capture of new audiences.
- Ensure we're adapting content to specifically target local, out-of-region and international audiences – to create the maximum engagement possible.
- Ensure content performance is being measured, analysed and any performance learnings are acted upon.
- Ensure all content being developed will reach the biggest target audience possible by ensuring it's compelling, relevant, the right format and well targeted.
- Working with the Image and Video Producer, develop plans to enable the capture of still and video content to drive strong engagement across all WellingtonNZ channels.

Partner and stakeholder relationships

- Create content in a way that reflects WellingtonNZ's focus and supports the brand pillars, but also delivers value for Wellington consumer-facing businesses, and other key organisations.
- Work in collaboration with the Major Events team and Campaign Manager (Major Events) to support event partners relationships and oversee the planning and delivery of content support plans for the promotion of Major Events.
- Liaise and work with WellingtonNZ's strategic partners as required, to help share their story using our editorial style and audience reach.

Brand and marketing

- Support the development and execution of the WellingtonNZ brand strategy and key brand pillars across all channels ensuring greater consistency and alignment in our storytelling.
 - Integrate key Wellington marketing campaigns across content channels, amending it as required to drive greater engagement across different audiences.
 - Responsible for supporting the delivery of WellingtonNZ visual identity and tone of voice across all channels.
 - Responsible for the management of the WellingtonNZ Social Media policy.
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Teamwork and people leadership

- Lead and manage the work programmes and performance of your team members to ensure deadlines are met, they understand the task at hand and feel supported and empowered to perform in their role.
- Support team members execution of workflow and priorities.
- Continually support your team members development through active mentoring and coaching, ensuring regular 1-to-1 meetings and positive and constructive feedback is provided in a timely manner.
- Develop and implement a succession plan within the team at all levels.
- Actively contribute to the Destination, Marketing and Communications Leadership team and act as a leader across the Division.
- Develop and manage Content budgets aligned to strategic work programmes, ensuring financial planning and reporting is undertaken per requested timelines
- Undertake other projects as requested by the General Manager of Destination, Marketing and Communications, Senior Leadership Team that support organisational objectives
- Be flexible and assist wherever it may be required to deliver WellingtonNZ's objectives.

Maintaining relationships and supporting others

- Develop and maintain good working relationships with a diverse group of stakeholders including content producers, WellingtonNZ staff, event promoters, commercial businesses, local government, sponsors, partners and suppliers
- Work with the wider Marketing and Communications team to coordinate content for WellingtonNZ consumer facing marketing activity
- Manage relationships with external agencies and partners
- Be a champion of improving knowledge and use of storytelling and digital content across all of WellingtonNZ
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Health, safety, wellbeing and compliance

- Take an active role in identifying and mitigating any health and safety risks to yourself and others.
 - While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others.
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- Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance.
- Report any potential hazards or risks to health and safety or the environment as soon as is possible to take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.
- Initiate the necessary documentation required for offsite work (e.g. RAs) and ensure documentation is completed and signed off at least 48 hours prior to the activity beginning.

WellingtonNZ collaboration

- Maintain a “WellingtonNZ-wide” perspective with all of your work
- Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required
- Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects
- Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.

Job outcomes: visible and measurable evidence of success in the role.

Outcomes/results	Target measure
Collaboration	Stronger collaboration with the Digital, Communications and Marketing teams, ensuring all are working towards the goal of creating engaging content that showcases Wellington, attracts visitors and supports businesses.
Creative, cohesive, impactful storytelling	Growth in audience and engagement on social channels, eDMs and WellingtonNZ.com content, measured by link clicks, time on site, open rates, and video views.
Positive feedback	Positive feedback from stakeholders the Content Manager has worked with, measured by positive sentiment in email feedback.

Competencies: specific skills, traits and competencies necessary to be successful in the role.

Competency	Description of competency
Functional skills and experience	• Exceptional communication skills, i.e. able to clearly communicate information and adjust communication style/approach to suit the audience • 5+ years experience in writing, editing and proofing reading across both digital and traditional media content • Proven experience with people leadership, working in a team and facilitating cross-team collaboration • Razor-sharp attention to detail and organisation • Technical ability in the digital and publishing space., including strong knowledge of social media and CMS platforms. • Relationship and partnership management experience – internally and externally • Full, clean driver's licence (the role involves some travel across the Wellington region as required)
Creating a vision	• Understanding the strategic context • Challenging the status quo • Accepting challenges • Committing to the vision.
Leading with purpose	• Living our values • Having the courage to question and speak up • Adapting your style to meet individual needs.

Making things happen

- Giving timely and constructive feedback
- Staying close to the issues
- Collaborating for better decision-making
- Recovering quickly from setbacks.

Building an awesome team

- Valuing uniqueness and differences in others
- Trusting others
- Sharing information, collaborating and helping others.

Being authentic and inclusive

- Recognising your own strengths and areas for development
- Asking for and responding positively to feedback
- Questioning and challenging others with respect
- Owning your mistakes.

Values: our purpose and values which bring to life WellingtonNZ's aspired culture.

Our purpose	Our values	Behaviours	
Create a thriving Wellington region for all	• Better together • Passionately curious • Choose joy	• Collaborative • People-centred • Supportive • Constructive • Learning, coaching and personal growth	• Recognition • Celebrate success • Empowerment • Ownership • Accountability

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