

ROLE SUMMARY

Role title:	Digital Producer (fixed term)
Reports to:	Digital Manager
Direct reports:	Nil
Date:	October 2025
Purpose of role:	To create a thriving Wellington region for all by promoting it as a destination of choice for visitors, students, investors, entrepreneurs, and skilled workers, by telling stories that create value for Wellington-based organisations. You'll play a key role in enhancing WellingtonNZ's digital presence and achieving marketing goals by planning, delivering, and optimising digital projects and platforms. This includes implementing best-practice digital solutions, leading internal digital initiatives, and publishing website content. A core responsibility will be to drive organisational analytics, developing improved reporting metrics for all digital and social projects. This fixed-term role is to provide backfill while the substantive position holder is temporarily seconded to cover another role, due to that incumbent being on parental leave.

ROLE DESCRIPTION

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

Area of responsibility	Actions/Tasks
Digital Project Management and Delivery Lead on analytics measurement and reporting Lead as a digital producer across the team and WellingtonNZ offices	• Work alongside the Digital Manager to deliver internal digital projects that improve the presence of WellingtonNZ online, via the WellingtonNZ website and other owned platforms • Create digital project plans, and briefs and other supporting documentation that ensure the successful delivery of digital projects within WellingtonNZ. • Work closely with the Digital Manager and Digital Specialist to implement user experience recommendations that support delivery of WellingtonNZ's key projects and the Digital Roadmap. • Using our Workflow process within the CMS review other team member's changes to website content and approve or decline the updates • Assist with publishing of content across our websites where required • Support the Digital Specialist to brief website developers on required updates and new projects • Support the Digital Specialist during website sprints with QA/testing • Report on projects and systems when applicable. • Work closely with the wider Destination, Marketing and Communications Division to identify and create best practice digital marketing solutions, to ensure WellingtonNZ is maximising its use of technology to deliver its objectives. • Champion the use of digital assets across WellingtonNZ. • Plan, timeline and contribute to the completion of digital projects within WellingtonNZ, i.e. Site developments, UX projects, and more. • Help co-ordinate project teams and processes to deliver work on time and within budget, and that meet the desired outcomes. • Work collaboratively with project teams to work to a deadline, making sure projects are completed within scope. • Provide clear communication, set realistic expectations, and manage stakeholders effectively.

- Help develop others' skills in project management and continue to lead on team development opportunities.
- Develop WellingtonNZ's analytics tools for end to end reporting on our marketing activity.
- Utilise WellingtonNZ's analytics tools for measurement and end to end reporting of digital projects and other marketing activity
- Utilise Google Analytics and Google Data studio to better measure site performance
- Work across Siteimprove to develop and understand users funnels for engagement and growth across the suite of WellingtonNZ websites

Maintaining relationships and supporting others

- Develop and maintain good working relationships with a diverse group of stakeholders, WellingtonNZ team members, sponsors, partners, and suppliers.
- Proactively work across and support the digital experience across WellingtonNZ, including tourism, business, investment, screen, and study.
- Be a champion of improving knowledge and use of the digital platform across all of WellingtonNZ.
- Work with the Digital Specialist to ensure optimum site development.
- Be flexible and help wherever it may be required to deliver WellingtonNZ's objectives across all WellingtonNZ.
- Undertake other projects as requested by the Senior Digital and Content Manager, Senior Leadership Team or the wider Destination, Marketing and Communications Division.

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.
 - 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.
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WellingtonNZ collaboration

- 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.
- 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
To be determined with your manager.	• To define and manage UX processes, guiding strategic user-focused decision-making. • From a project perspective, to gather and analyse data from many sources to identify opportunities and recommend direction to deliver the best possible experience for our users and meet business objectives. • From a BAU perspective, to maintain and enhance the experience of our users throughout the site utilising UX tools. • This work is to align with Digital and Content strategies and objectives, while advancing UX practices within our organisation.

Competencies: specific skills, knowledge, abilities, behaviours and experience necessary to be successful in the role.

Competency	Description of competency
Technical ability and experience	Technical ability in the digital space through: • proven, extensive experience including advanced technical skills • project management • content management and content management systems • experience in email marketing (EDM) solutions • Google Analytics and GTM experience • UX (user experience) experience • relevant tertiary study
Communication	• Strong communication skills, i.e. able to clearly communicate information and adjust • communication style/ approach to suit the audience.
Relationship Management/Customer Focus	• Can focus on the customer/client by being aware of their needs and responding proactively and consistently.
Initiative Analysis & Problem Solving	• Can use relevant information to analyse issues, apply reason, reach conclusion, and make practical recommendations.
Creating a vision	• Understanding the strategic context

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- 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.
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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.
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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 - Open