

POSITION TITLE:	Digital Content Specialist		
GROUP:	Corporate Services	SECTION:	Communications and Engagement
REPORTS TO:	Team Lead Digital Communications and Marketing		
RESPONSIBLE FOR:	NA		
FAMILY:	TS2	GRADE:	14
DATE REVIEWED:	July 2025		

HBRC STRATEGY

Our Vision:

We want a healthy environment and a resilient and prosperous community.

Our Purpose:

We work with our community to protect and manage the region's precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers' funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

Our Focus:

- **Water quality, safety and climate-resilient security** ~ *Te kounga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

POSITION SUMMARY

The Digital Content Specialist is responsible for managing and optimising Council's digital presence through strategic social media, marketing, and communication campaigns. The role focuses on driving engagement, creating impactful content, monitoring analytics, and supporting the broader Communications and Engagement Strategy, while building strong relationships with internal and external stakeholders

GROUP AND TEAM GOALS:

The Communications & Engagement team provides the following role and functions as part of the Corporate Services Group:

- Implementing the strategic direction of the Regional Council, reflecting this in delivery channels, including administration, maintenance and management
- Organisation wide specialist strategic advice on marketing, communication and community engagement (digital and IRL) initiatives, including marketing and communications plans
- Informing the regional community on issues related to Regional Council work
- Consideration for internal communications that support staff to perform effectively
- Support for Regional Council communication in a professional, consistent manner
- Promotion of environmental awareness and action through education and behaviour change.

JOB SPECIFIC ACCOUNTABILITIES

- Plan, implement, and manage social media and marketing campaigns aligned with Council goals using Meta Business suite and Ads Manager.
- Actively seek to improve and optimise Council’s social media profile and engagement and encourage growth.
- Track, analyse, and report on digital performance metrics and audience engagement.
- Manage organic social media presence by creating and scheduling posts and engaging with our audience using comments, relevant partners, stakeholders and community groups.
- Monitor and respond to comments and messages in a timely, community-focused manner enforcing our Social Media Guidelines.
- Create and advise on scroll stopping content in collaboration with the Comms Advisors.
- Monitor trends and recommend improvements to enhance digital engagement and growth.
- Work with the Digital team to deliver digital campaigns across multiple channels within set budgets.
- Manage the organisation’s Mailchimp account, including designing, scheduling, and distributing email campaigns. Maintain audience lists, and deliver timely communications to key stakeholders.
- Build and maintain effective relationships with internal departments, stakeholders, and community groups.
- Contribute to and support the execution of the Council’s broader Communications and Engagement Strategy.
- All other duties as requested by your manager, and reasonable to the position.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Managers
- Executive Team
- Team members

External

- Consultants and contracts
- Government agencies and departments
- Iwi and other community groups
- Members of our community

COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of strategic goals for HBRC. We know we can’t achieve change without the people (our community) outside our business. As expressed under our purpose statement, “working with our community” is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

This means:

- Professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved
- Customers are satisfied with responses to written or verbal requests for information.

CONTINUOUS IMPROVEMENT

All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager
- Proactively participate in all inductions, read and comply with all policies and procedures
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your Manager.
- Showing a strong team commitment, as indicated by peer feedback and your Manager's assessment.
- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your Manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.

EMERGENCY MANAGEMENT

When an emergency event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities, after providing required support for your family and dependants. This means:

- Undertaking an allocated role for emergency management requirements, and responding to emergency management requests as needed.
- Participating in and completing onboarding and training courses, exercises and associated activities required for the readiness and preparedness of emergency events.

- Attending meetings and development forums or exercises as required to maintain competency. Responding to such requests by assuming an allocated emergency management role, as are required by events.
- Being aware of the Business Continuity Plan (BCP) and its contents and the implications for your role.
- Understanding and accepting that Civil Defence Emergency Management and BCP events may require working hours that differ from those outlined in your employment agreement.
- If your role is an Incident Management Team Function Lead, you are required to review the relevance of the BCP for your team, section or group on a regular basis.

PERSON SPECIFICATION

Minimum Qualifications and Experience required

- Relevant tertiary qualification and extensive professional experience OR
- Relevant bachelor's degree and a minimum of three years of experience in a similar role/relevant position
- Proven work experience in a social media management or similar role
- Valid driver's licence required

Knowledge

The following indicates what would typically be expected for this role at a competent level:

- Demonstrated knowledge of **social media management platforms**, specifically Meta Business Suite and Ads Manager, including campaign planning, execution, and performance optimisation
- Strong understanding of **digital marketing principles** and campaign lifecycle management
- Proficient in the use of **social media analytics tools** to track, analyse, and report on key performance indicators (KPIs) and engagement metrics
- In-depth knowledge of **audience growth strategies**, content optimisation, and engagement best practices for social media
- Skilled in **content creation and copywriting** for digital platforms, with the ability to develop high-impact, visually compelling, and on-brand content
- Knowledge of **community management techniques**, including monitoring and moderating online interactions in accordance with established Social Media Guidelines
- Experience using **email marketing software**, particularly Mailchimp, including campaign design, scheduling, distribution, list management, and performance reporting
- Awareness of emerging **digital communication trends and tools** to inform strategy and improve audience engagement
- Ability to manage and deliver **multi-channel digital campaigns within defined budgets and timelines**
- Strong interpersonal and stakeholder management skills, with the ability to build and maintain relationships with internal teams, community groups, and external partners
- Familiarity with **strategic communications frameworks**, supporting the broader goals of an organisational Communications and Engagement Strategy
- Excellent written and verbal communication skills, with attention to detail and consistency in tone and branding across platforms
- Photography and videography skills would be advantageous
- Sound understanding of tikanga Māori and Māori values and an appreciation as to how they relate to the work of the Regional Council

Personal Attributes

- Comfortable handling difficult conversations
- Resilience and ability to remain calm under pressure and potentially, in difficult situations
- Ability to anticipate change, remain flexible and be innovative
- Ability to effectively plan, organise and coordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes
- Attention to detail, critical-thinker and problem-solver
- Collaborative work practices to build strong working relationships

- Passionate about the work HBRC is doing for our environment
- Sound judgement and initiative
- Ability to create harmony in a team
- Ability to anticipate change, remain flexible and be innovative
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally
- A high level of courtesy and listening skills
- Ability to cope with a variety of work and on occasion difficult situations/conversations

Cultural competency

- Understanding of te ao Māori (Māori world view), tikanga (Māori customs) and te reo Māori or a willingness to further develop this capability
- Experience producing communications that reflect and respect Māori perspectives and narratives
- Commitment to fostering inclusive, culturally safe communication practices

CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke’s Bay Regional Council.

Employee Signature

Date

Printed Name