



POSITION DESCRIPTION

Job Title:	Digital Content Producer
Team/Group:	Communications and Marketing
Job Reports to:	Digital Engagement Manager
Location:	Kalmia Office, Ellerslie
Job Purpose/Objective:	The purpose of this role is to plan and produce compelling digital content, taking our mission to our target audiences and making a lasting impact in supporting Heart Foundation strategic objectives. You will bring our stories to life using a range of innovative formats, ensuring content is optimised for the channel, the audience and search engines
Operating Unit	The Communications and Marketing team is responsible for generating Heart Foundation brand awareness, relevance, and engagement throughout New Zealand by creating, developing, and implementing strategic marketing and communications initiatives. The team also supports internal business units to achieve their goals and strategies by providing best practice marketing and communications expertise and activities that drive reach, engagement, education, and delivery among the targeted audiences.
Reporting Structure/Direct Reports:	No direct reports
Key Responsibilities/Tasks:	<ul style="list-style-type: none"> • Generate, edit, publish, and share high quality content (original text, video, images, audio) that builds meaningful connections and encourages audience engagement • Work closely with the Digital Engagement team members to ensure all requirements, content and communications are aligned and delivered on time • Work with internal departments/relevant stakeholders to ensure that all digital content produced is best practice, has a consistent Heart Foundation tone of voice and is aligned with content strategy • Assist in creation of a content strategy and own its delivery including creation/commission of high-quality video and audio content • Develop a deep understanding of all the Heart Foundation’s distinct audiences, what their behaviours are and what content is most appropriate to deliver messages and engage with them

(Date last updated: 01/04/2021)



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	<ul style="list-style-type: none">• Digital content statistics to produce summary reports/dashboards and SME recommendations• Responsible for data-driven results to ensure that all digital content and journeys are optimised for our targeted audiences• Lead stakeholder workshops and relationships to improve Digital Content processes and visibility. Ownership and lead on, digital projects as necessary• Subject matter expert on industry best-practices, including Digital content delivery standards and usability• Closely monitor the performance of HF's digital content using tools like Google Analytics and Facebook Insights, and regular audits, to understand impact, continuously improve and ensure relevance for optimisation or removal of content• Monitor platforms to provide up-to-date recommendations to the wider team on best practices for marketing and promotions• Proactively monitor digital marketing plan, planning in advance what content needs to be produced to align with campaigns and come up with fresh ideas for how messages can be delivered• Ensure necessary content is produced on time to deliver digital marketing plan• Participate in broader organisational initiatives e.g. provide input to organisation wide planning, surveys as required and participate in Heart Foundation marketing campaigns and Appeals• Maintain professional and technical knowledge by attending educational workshops, reviewing publications, participating in relevant networks (especially health and education), participating in professional groups• Contribute to a strong Heart Foundation culture by developing and maintaining collaborative internal working relationships.• Management of System platforms, digital applications and processes and work with IT to optimise these to best support required outcomes for the Foundation
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<p>Key Relationships:</p> <p>Internal/External</p>	<p>Internal</p> <ul style="list-style-type: none"> • Fundraising & Marketing team members • Information Systems team • Heart Healthcare team • Education team • Food & Nutrition team • Pacific Heartbeat team • Human Resources team <p>External</p> <p>Key relationships must be maintained with appropriate individuals and organisations outside the Heart Foundation, such as vendors and agencies as required.</p>
<p>Key Capabilities needed to succeed:</p> <p>Including qualifications, experience and skills</p>	<ul style="list-style-type: none"> • Proven experience in relevant digital environment i.e. marketing, tech or agency • Proven expertise in digital content production – web, social and video • Experience of producing content for a wide range of audiences • Excellent copywriting and editorial skills • Deep understanding of SEO • Highly competent with Google Analytics, Facebook Insights and related analytics tools • Creative mind and a motivated self-starter who is able to work autonomously • Understanding of content strategy • Excellent relationship management skills • The ability to influence internal stakeholders and drive ideas from concept to delivery • Working knowledge of UX and a user-first approach • CMS experience • Ability to use Adobe Suite or similar creative software • Information Architecture (IA) development and analysis • Ability to work very effectively as part of a team and collaborate fantastically • Report writing and presentation to management level • Tertiary qualification in relevant degree desirable • Experience in a charity or health-related field advantageous • Video production and editing capability is desirable



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<p>Our Values</p>	<p>The Heart Foundation is a not-for-profit organisation and has identified three underpinning values, which it upholds in all its operations.</p> <div data-bbox="582 526 742 712">  <p>CONNECTED Inside and out</p> </div> <div data-bbox="821 533 1412 817"> <p>CONNECTED: INSIDE AND OUT</p> <p>Our desire to stop New Zealanders dying prematurely from heart disease is a collaborative effort. We work in strong effective teams to get the job done to the highest standard. We look for opportunities to create partnerships with other organisations and in our communities, to come together and really make an impact.</p> </div> <div data-bbox="571 851 774 1025">  <p>PUMPING Passionate for change</p> </div> <div data-bbox="821 857 1412 1137"> <p>PUMPING: PASSIONATE FOR CHANGE</p> <p>We are alive with ideas and inspiration to help people to fulfil their lifetimes. We excel at initiating conversations and stimulating change. The fact that we are not done yet gives us energy and drive to enrich the nation's heart health with vigour. We relish what we do and thrive on making a difference.</p> </div> <div data-bbox="571 1187 734 1344">  <p>REAL Live it, breathe it</p> </div> <div data-bbox="821 1176 1412 1388"> <p>REAL: LIVE IT, BREATHE IT</p> <p>We walk the talk. We always strive to deliver on our promises and do what we say we're going to do. Our professionalism and dedication shines through in every interaction. We're a credible and respected voice.</p> </div>
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The job description above gives a general overview of the role and level of work to be performed by the incumbent. It is not a prescriptive list of all responsibilities and skills required. Reasonable changes to the role may be made if appropriate.