



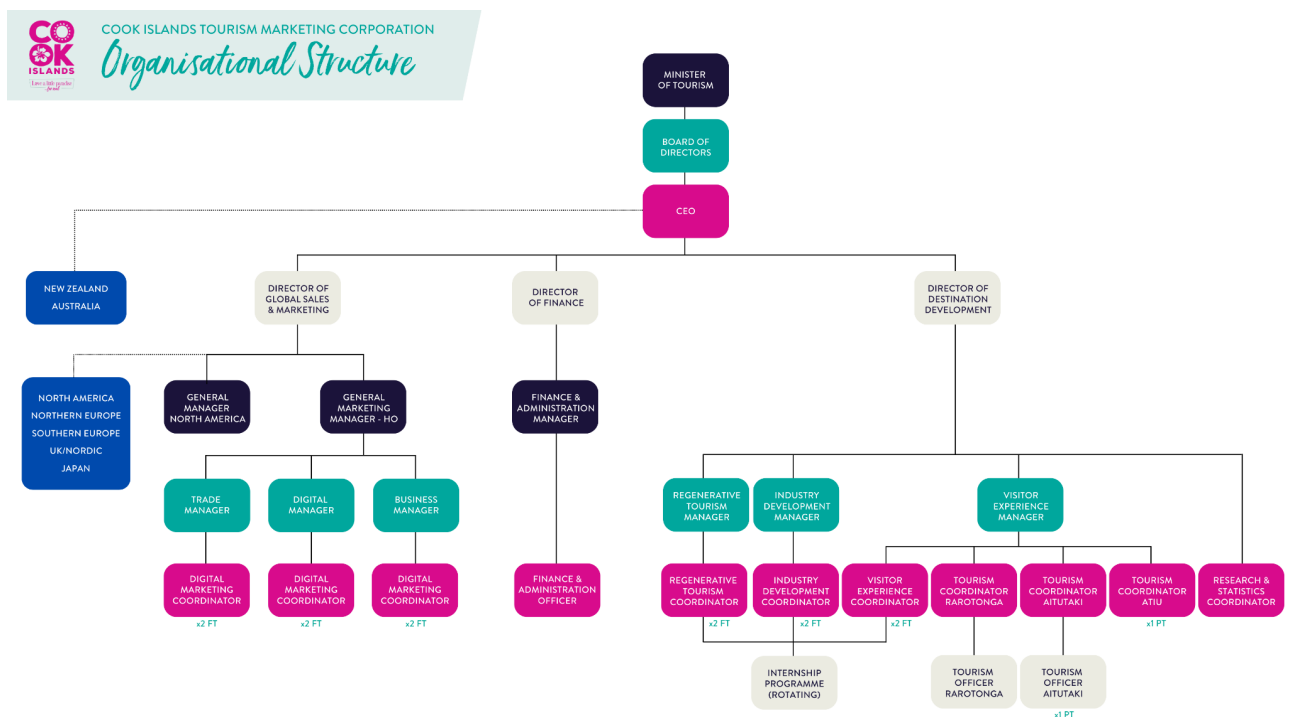
POSITION DESCRIPTION

<b>Position Title:</b>	<b>Digital Manager</b>
<b>Division:</b>	Destination Marketing
<b>Responsible To:</b>	Director of Sales & Marketing & General Marketing Manager – Head Office
<b>Responsible For:</b>	Destination Marketing Coordinator x 2
<b>Job Purpose:</b>	<p>We require a highly motivated Digital Content and Marketing Manager who will play an integral role in enhancing our digital footprint, engaging our target audience effectively, and advancing our brand identity.</p> <p>This role encompasses a diverse range of responsibilities, ranging from providing leadership to a team of Destination Marketing Coordinators to overseeing the entire spectrum of content development, management, and distribution across various digital channels. You will possess exceptional leadership skills, creative acumen, and a strategic mindset to elevate our digital presence and contribute to the success of our brand.</p>
<b>Legal Obligation of this position:</b>	The Cook Islands Tourism Corporation (CITC) undertakes the fulfillment of the provisions under the CITMC Act 1998 and amendment 2007
<b>Date:</b>	July 2023

MINISTRY VISION:

“Tourism advances the wellbeing of resident Cook Islander in a way that is, economically viable, socially acceptable and environmentally sustainable

ORGANISATIONAL CHART:





## OBJECTIVES OF THE POSITION:

### 1. Management of staff:

**Leadership:** Oversee and guide the team of Destination Marketing Coordinators in achieving the corporation's business goals, executing programs, and successfully completing specific projects. Foster a collaborative and motivated team environment to drive excellence.

**Training and Development:** Identify and implement training initiatives that enhance the skills and competencies of the marketing team. Proactively assess training needs and create opportunities for skill enhancement, ensuring the team remains adept at handling evolving marketing challenges and strategies.

### 2. 'Champion' Content Generation:

**Content engagement & creativity:** Strategically curate high-quality material meticulously adjusted to resonate with the corporation's business objectives. This content serves as a conduit to authentically engage with our target audience(s).

**Content Diversity:** Develop and methodically schedule a diverse spectrum of content formats, including thought-provoking blog posts, incisive articles, visually immersive infographics and videos, and an assortment of other digital creations that are crafted to captivate, educate, and sustain our audience's interest.

### 3. Content Management:

**Content accessibility:** Adjust, and ensure the ongoing organization, categorization, and maintenance of our digital content library, ensuring easy accessibility for diverse marketing and communication initiatives.

**Content freshness:** Vigilantly update and refresh existing content to maintain its relevance, accuracy, and alignment with evolving industry trends.

### 4. Digital Channel Management:

**Engagement metrics:** Effectively manage the digital channels, including research of international benchmarks for social media platforms, email marketing campaigns, and other online channels. This ensures the efficient distribution and storage of content with our target audience.

**Response time:** Monitor and respond promptly to feedback, inquiries, and comments, fostering a dynamic and interactive digital presence.

### 5. Social Media Strategy Development:

**Innovation:** Conceptualise and develop an annual plan to execute strategic social media plans aimed at increasing brand awareness, engagement, and followership across various platforms.

**Research & Analyzes:** Monthly social media insights and metrics to refine strategies for maximum impact, adapting approaches to align with changing trends and audience preferences.

### 6. Website Management:

**Lead:** the daily maintenance of our websites. Ensure that our visitor-facing and corporate websites have fresh, relevant, and impactful content, enhancing the user experience and maintaining an up-to-date online presence.

**Traffic & Acquisition analysis:** Ensure that website content is strategically SEO-optimized and aligned with our comprehensive digital marketing strategy to improve search engine visibility.

**New advancements:** Lead the corporation's approach when implementing new digital platforms, processes and equipment.

### 7. Corporate & Brand Communications:

**Message consistency:** Across the corporation and various markets, ensuring consistent messaging and a coherent brand representation across all digital channels.

**Media coverage:** Contribute to the development of corporate communication materials and press releases, maintaining alignment with brand guidelines and strategic objectives.



**8. Financial Management:**

**Budget Oversight:** Proficiently manage the destination marketing budget, in collaboration with the finance team, ensuring every resource allocation is strategically aligned with marketing priorities.

**Resource Optimization:** Make informed decisions regarding resource allocation to ensure optimal utilization of funds. Balance the allocation across various marketing initiatives to maximize the return on investment.

**9. Performance Analysis:**

**Impact Assessment:** Diligently assess and analyze content performance metrics, website traffic, social media engagement, and other relevant KPIs. Scrutinize data to discern the efficacy of these initiatives and their alignment with set objectives.

**Strategic Recommendations:** Regularly generate insightful reports and well-considered recommendations for improvement. These reports serve as vital tools for the General Marketing Manager (GMM), Director of Sales and Marketing (DoSM) and senior management to fine-tune strategies and enhance outcomes. Your analysis should drive continuous refinement and innovation in marketing endeavors.

**OUTPUTS OF THE POSITION:**

The Digital Content Manager is successful in executing the role when the following Outputs and Key Performance Indicators (KPIs) are met or exceeded.

Output	Key Performance Indicators
<p><b>Management of Staff:</b> Staff satisfaction survey 6 monthly performance reviews</p>	<ul style="list-style-type: none"> <li>Leadership: X percentage of business goals achieved by the team. Successful completion rate of assigned programs and projects. Team collaboration and motivation level measured through periodic assessments.</li> <li>Training and Development: Number of training initiatives implemented. Improvement in team skills and competencies measured through assessments. Training needs identified annually and implemented</li> </ul>
<p><b>Content Generation:</b> Platforms: Adobe Design Canva LightRoom</p>	<ul style="list-style-type: none"> <li>Content Engagement &amp; Creativity: Track user engagement metrics such as click-through rates, time spent on page, and social media shares to gauge the resonance of content with the target audience.</li> <li>Content Diversity: Monitor the creation of a well-rounded mix of content formats to ensure variety and sustained interest among the audience.</li> <li>Positive impact on lead generation and customer acquisition through compelling and informative content.</li> <li>Provide leadership through value marketing versus experiences content.</li> </ul>
<p><b>Content Management:</b></p>	<ul style="list-style-type: none"> <li>Content Accessibility: Assess the organization</li> </ul>



<p>Platforms: <a href="http://www.falcon.com">www.falcon.com</a> <a href="http://www.crowdriff.com">www.crowdriff.com</a></p>	<p>and accessibility of the digital content library to facilitate smooth retrieval for marketing and communication endeavors.</p> <ul style="list-style-type: none"> <li>● Content Freshness: Regularly audit and report on the frequency of content updates to ensure relevancy and accuracy.</li> <li>● Continuous content reviews and updates to align with changing business needs.</li> <li>● Enhanced collaboration across divisions for content creation and distribution</li> </ul>
<p><b>Digital Channel Management:</b> FB, IG, TikTok, Pinterest All CIT owned channels</p>	<ul style="list-style-type: none"> <li>● Engagement Metrics: Analyze metrics such as likes, comments, shares and reach across various digital channels to evaluate audience engagement.</li> <li>● Response Time: Measure the average response time to feedback and inquiries to ensure timely and effective engagement with the audience.</li> <li>● Optimized content across all corporation platforms, including social media, email marketing campaigns, and other online channels.</li> </ul>
<p><b>Social Media Strategy Development:</b> Social media strategy document</p>	<ul style="list-style-type: none"> <li>● Innovation: Well-defined strategy aligned with marketing goals</li> <li>● Research &amp; Analysis: Monitor the increase in followers, community engagement and positive sentiment across social media platforms to gauge the success of brand awareness strategies.</li> <li>● % increase in approved conversion metrics</li> </ul>
<p><b>Website Management:</b> <a href="http://www.cookislands.travel">www.cookislands.travel</a> <a href="http://www.cookislands.travel/corporate">www.cookislands.travel/corporate</a></p>	<ul style="list-style-type: none"> <li>● Lead: Relevant up-to-date website content reflects market position and values.</li> <li>● Traffic &amp; Acquisition analysis: Analyze website traffic patterns, including unique visitors, page views, and bounce rates, to gauge the effectiveness of content updates.</li> <li>● Track keyword rankings and organic search traffic to measure the success of SEO optimization efforts.</li> <li>● Overall improved website performance, load times, responsive designs</li> <li>● New advancements: x number of agreed projects executed for the FY. Resulting in efficiencies and cost savings.</li> </ul>
<p><b>Communications &amp; Brand Communications:</b> Coconut Connections Corporation media releases GBU BPP feedback Monthly report</p>	<ul style="list-style-type: none"> <li>● Message Consistency: Evaluate the alignment of messaging across various digital channels to ensure a cohesive and consistent brand representation.</li> <li>● Contribution to the development of other corporate communication materials and press releases as required.</li> <li>● Media Coverage: Monitor media articles and</li> </ul>



	<p>coverage to assess the impact of corporate communication materials and press releases. Namely 'Coconut Connection' has relevant information and is successfully executed</p> <ul style="list-style-type: none"><li>• Increased brand visibility and awareness through content that showcases the corporation's values &amp; market positioning and offerings.</li></ul>
<p><b>Financial Management:</b> AOPs Monthly Profit &amp; Loss ROI or COA calculations Monthly report</p>	<ul style="list-style-type: none"><li>• Budget Oversight: Budget adherence to AOPs and across Project Briefs. Alignment of budget allocations with marketing priorities.</li><li>• Resource Optimization: Efficient allocation of resources across marketing initiatives. Return on investment (ROI) analysis for different resource allocations.</li></ul>
<p><b>Performance Analysis:</b> 6 monthly performance review Monthly report</p>	<ul style="list-style-type: none"><li>• Impact Assessment: Effective metrics of marketing campaigns and initiatives (awareness, engagement). Visitor satisfaction and experience ratings.</li><li>• Strategic Recommendations: Quarterly recommendations for improvement provided. Implementation rate of recommended improvements.</li></ul>



**FUNCTIONAL RELATIONSHIPS:**

List the requirement for human relations skills in dealing with other internal and external contacts.

Internal	Nature of Contact	External	Nature of Contact
1. Global offices & reps. NZ, AU, NA, UK, NE, SE.	1. Heavy	1. Web Developers	1. Negotiating/Critical
0. Marketing team	0. Heavy	0. App Developers	0. Negotiating
0. Tourism Industry	0. Heavy	0. Digital Agencies	0. Promoting / Negotiating
0. Market Representatives	0. Heavy	0. Publication Agencies	0. Promoting
0. Finance Department	0. Medium	0. Tourism Industry	0. Negotiating / Critical & Promoting
0. Executive Services	0. Heavy	0. ICT	0. Routine
0. Destination Development	0. Medium	0. MFEM	0. Routine
0. Pa Enea offices	0. Light	0. Visitors	0. Promoting
		0. Travel Wholesaler	
	<p>What contact does this position have with the internal contact described (Light, Medium/Heavy)</p> <p><b>Light:</b> Only if a small proportion of the Agency is dealt with (1 or 2 other departments)</p> <p><b>Medium:</b> Most of the Agency is dealt with at a routine level.</p> <p><b>Heavy:</b> Positions require contact with all functions of the Agency and/or where these are of a very sensitive nature (e.g. HR Officer dealing with personal grievances)</p>		<p>What contact will I have with this external contact described (Minimal, Routine, Promoting, Negotiating/ Critical Contact)</p> <p><b>Minimal:</b> Minimal external contact is required.</p> <p><b>Routine:</b> Significant, regular discussions and contact to resolve day to day difficulties and problems.</p> <p><b>Promoting:</b> Significant contact to promote the organisation and achieve prescribed goals. Also included are those positions having daily and continual contact with people and in a role requiring advanced human relations skills.</p> <p><b>Negotiating:</b> Considerable contact as the prime negotiator on major business dealings or on highly sensitive matters requiring highly developed negotiating or human relations skills.</p>



**AUTHORITY:**

Authority levels are expressed in terms of routine expenditure, staff contract agreements, and recruiting and dismissing staff.

<b>Financial</b>	Authorised to approve expenses up to \$5,000.00 of pre approved and budgeted expenditure.
<b>Staff</b>	Manage the recruitment process for staff under their management, and lead interview and recommendation panels with Director, General Marketing Manager and CEO appointee.
<b>Contractual</b>	Authorised to approve recurring expenditure for pre-approved and budgeted expenditure.

**WORK COMPLEXITY:**

<i>Indicate Most challenging duties typically undertaken:</i>	
1	Ability to manage dedicated Digital Marketing Coordinators to ensure optimal productivity and effectiveness towards agreed objectives, all while nurturing a positive and rewarding work environment.
2	Ability to plan ahead and prioritise areas of focus and associated work programmes to ensure consistency with Marketing Strategic Document and the direction appointed by the General Marketing Manager, Director of Sales & Marketing, CEO, and Board
3	Ability to anticipate 'uncharted' project requirements and having the ability to deal with them in a proficient manner. Uncharted refers to projects that are breaking new ground and never before undertaken by the corporation therefore no previous precedent/procedures have been set.
4	Ability to keep up to date with changes and advances in the Digital Communications space (website / social media), and advising on recommended approaches to adopt
5	Ability to monitor conversion and ROI on a global scale for competitive and comparative purposes
6	Ability to manage multiple project specific deadlines whilst simultaneously supporting the General Marketing Manager and Director to complete other Destination Marketing activities.
7	Ability to form positive working relationships, work collaboratively with and effectively manage a large group of stakeholders/industry members.



**PERSON SPECIFICATION:**

**Qualification**

Level of education required to perform the functions required of the position. This combines formal and informal levels of training and education.

**QUALIFICATIONS (OR EQUIVALENT LEVEL OF LEARNING)**

Level of education required to perform the functions of the position. This combines formal and informal levels of training and education.

<b>Essential: (least qualification to be competent)</b>	<b>Desirable: (other qualifications for job)</b>
<ul style="list-style-type: none"> <li>• Tertiary Degree in a related field including; Marketing, Digital Technology, Communications, Business Administration</li> </ul>	<ul style="list-style-type: none"> <li>• Postgraduate papers in a related field including; Strategic Management, Graphic design</li> </ul>

**EXPERIENCE**

The length of practical experience and nature of specialist, operational, business support or managerial familiarity required. This experience is in addition to formal education.

<b>Essential: (least number of years to be competent)</b>	<b>Desirable: (target number of years you are looking for)</b>
At least 3 years experience in one or more: <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Content Creation</li> <li>• Web proficiency</li> <li>• Digital advertising</li> <li>• Social Media Strategy development</li> <li>• Data analysis</li> <li>• Team management</li> </ul>	At least 4 - 5 years experience in one or more: <ul style="list-style-type: none"> <li>• Strategic management</li> <li>• Project Management</li> <li>• SEO</li> <li>• Digital campaign management</li> <li>• Communications analysis</li> </ul>

**Key Skills /Attribute / Behaviours**

<p><b>Key Leadership &amp; Management Skills</b></p>	<p>The successful applicant will demonstrate:</p> <ul style="list-style-type: none"> <li>• Effective and efficient management of staff and team output, with the ability to manage multiple projects and work assignments from a variety of staff and volunteers across multiple locations</li> <li>• Excellent organizational skills and ability to prioritize and meet tight deadlines</li> <li>• Excellent communication skills, including written, proofreading skills, and public speaking</li> <li>• Ability to develop and nurture close relationships with stakeholders, delivery partners, community groups and other government agencies</li> <li>• Ability to develop and nurture close relationships with tourism industry members</li> <li>• A further ability to manage various stakeholders with competing priorities</li> <li>• Excellent interpersonal skills both in person and by phone, with high professionalism</li> <li>• Ability to work autonomously and accomplish projects with little supervision</li> <li>• The ability to remain and act impartially despite potential social pressures</li> </ul>
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<b>Key Technical Skills</b>	The successful applicant will demonstrate key technical skills: <ul style="list-style-type: none"><li>● Strong understanding of digital marketing principles and practices.</li><li>● Excellent communication and interpersonal skills.</li><li>● Proficiency in market research and data analysis.</li><li>● Ability to manage multiple projects and prioritize tasks effectively.</li><li>● Strong attention to detail and organizational skills.</li><li>● Experience in event coordination and management is a plus.</li><li>● Familiarity with the airline industry is an advantage.</li></ul>
<b>Other Skills &amp; Knowledge</b>	The successful applicant will also need to demonstrate: <ul style="list-style-type: none"><li>● Comfortable in representing Cook Islands Tourism in public forums</li><li>● Competency in speaking and writing in both English and Cook Islands Maori (preferred)</li></ul>