



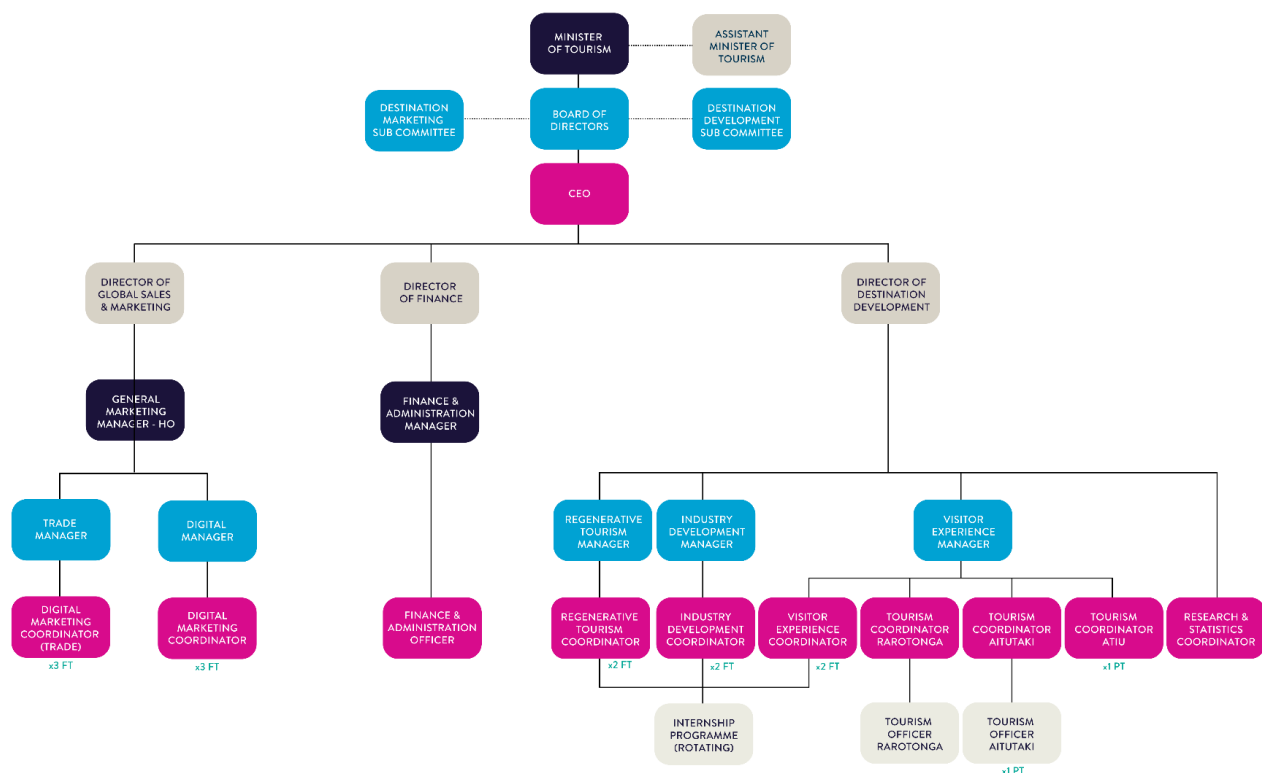
POSITION DESCRIPTION

Position Title:	Digital Marketing Coordinator
Division:	Destination Marketing
Responsible To:	Director of Sales & Marketing - Head Office
Responsible For:	-
Job Purpose:	We require a highly motivated Digital Coordinator who will assist the Digital Manager in enhancing our digital footprint, engaging our target audience effectively, and advancing our brand identity. In this role you will provide support to the Digital Marketing team with content development and distribution across various digital channels. You will also possess digital skills, creative acumen, and a strategic mindset to elevate our digital presence and contribute to the success of our brand.
Legal Obligation of this position:	The Cook Islands Tourism Corporation (CIT) undertakes the fulfillment of the provisions under the CITMC Act 1998 and amendment 2007
Date:	

MINISTRY VISION:

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

ORGANISATIONAL CHART: (as at April 2025)





OBJECTIVES OF THE POSITION:

1. Collaboration with Staff:

Collaborative Support Role: Work closely with the Destination Marketing team to support the corporation's business objectives and complete projects efficiently. Be a team-player team and ensure high-quality outcomes.

Skill Development: Welcome opportunities for growth, ensuring you stay up-to-date with the latest marketing tactics and strategies as well as strengthening your digital skills.

2. Content Generation:

Content engagement & creativity: Thoughtfully craft compelling content tailored to align with the corporation's business goals. This content acts as a means to genuinely connect with our target audience(s).

Content Diversity: Assist in planning and scheduling a wide range of content formats, such as engaging blog posts, informative articles, visually appealing infographics, videos, and other digital materials aimed at captivating and educating our audience, while maintaining their interest over time.

3. Content Support:

Content Support: Assist in the organisation, categorisation, and maintenance of our digital content library to ensure it is easily accessible for various marketing and communication needs.

Content Maintenance: Regularly source new content to keep it relevant, accurate, and in line with current industry trends.

4. Digital Channel Support:

Engagement metrics: Support in the development of digital platforms, email marketing campaigns, and other online channels.

Response time: Aid in monitoring and promptly responding to feedback, inquiries, and comments, contributing to a dynamic and interactive digital presence.

5. Social Media Strategy:

Innovation Support: Adhere to the strategic social media initiatives implemented by your Digital Marketing Manager aimed at boosting brand awareness, engagement, and followers across different platforms.

Research & Analysis: Analyse monthly social media insights and metrics to refine strategies for maximum impact, adjusting approaches to match changing trends and audience preferences.

6. Website Support:

Support: Assist in the daily upkeep of our websites, ensuring that both visitor-facing and corporate sites feature fresh, relevant, and impactful content to enhance the user experience and uphold an updated online presence.

Traffic & Acquisition Analysis: Support in ensuring that website content is strategically SEO-optimised and aligned with our comprehensive digital marketing strategy to enhance search engine visibility.

New Technologies: Assist in the corporation's approach to 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. Performance Analysis:

Impact Assessment: Assist in diligently assessing and analysing content performance metrics, website traffic, social media engagement, and other relevant KPIs. Scrutinise data to discern the efficacy of these initiatives and their alignment with set objectives.



OUTPUTS OF THE POSITION:

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

Output	Key Performance Indicators
Content Generation: Platforms: Canva Adobe Creative Cloud	• Content Engagement Monitoring: Assist in tracking user engagement metrics such as click-through rates, time spent on page, and social media shares to assess the resonance of content with the target audience. • Content Diversity Oversight: Support in monitoring the creation of a diverse mix of content formats to maintain variety and sustained interest among the audience. • Positive Impact on Lead Generation and Customer Acquisition: Aid in recognising the contribution of compelling and informative content to lead generation and customer acquisition.
Content Management: Platforms: www.crowdriff.com www.hubspot.com	• Content Accessibility Assessment: Assist in evaluating the organisation and accessibility of the digital content library to facilitate smooth retrieval for marketing and communication efforts. • Content Freshness Monitoring: Support in regularly auditing and reporting on the frequency of content updates to maintain relevance and accuracy. • Continuous Content Reviews and Updates: Aid in ensuring ongoing content reviews and updates to align with changing business needs. • Improved Collaboration for Content Creation and Distribution: Contribute to enhancing collaboration across divisions for content creation and distribution.
Digital Channel Support: Facebook, Instagram, TikTok, X, LinkedIn All CIT owned channels	• Content Engagement Monitoring: Assist in tracking user engagement metrics such as click-through rates, time spent on page, and social media shares to assess the resonance of content with the target audience. • Content Diversity Oversight: Support in monitoring the creation of a diverse mix of content formats to maintain variety and sustained interest among the audience. • Positive Impact on Lead Generation and Customer Acquisition: Aid in recognising the contribution of compelling and informative content to lead generation and customer acquisition. • Value Marketing: Contribute to promoting value marketing over experiential content to guide audience



	perceptions and preferences.
Social Media Strategy:	• Innovation Support: Adhere to the social media strategy aligned with marketing goals. • Research & Analysis Assistance: Help monitor the increase in followers, community engagement, and positive sentiment across social media platforms to gauge the success of brand awareness strategies. • Percentage Increase in Approved Conversion Metrics: Aid in tracking the percentage increase in approved conversion metrics.
Website Support: www.cookislands.travel www.cookislands.travel/corporate	• Support: Ensure that relevant and up-to-date website content reflects market position and values. • Traffic & Acquisition Analysis Support: Assist in analysing website traffic patterns, including unique visitors, page views, and bounce rates, to gauge the effectiveness of content updates. Help track keyword rankings and organic search traffic to measure the success of SEO optimisation efforts. • Overall Website Performance Improvement: Contribute to overall improved website performance, including load times and responsive designs. • New Advancements: Assist in executing a set number of agreed projects for the financial year, resulting in efficiencies and cost savings.
Communications & Brand Communications: Coconut Connections Corporation media releases GBU BPP feedback Monthly report	• Message Consistency Assessment: Assist in evaluating the alignment of messaging across various digital channels to ensure a cohesive and consistent brand representation. • Contribution to Corporate Communication: Support in the development of other corporate communication materials and press releases as needed. • Media Coverage Monitoring: Aid in monitoring media articles and coverage to assess the impact of corporate communication materials and press releases. Specifically, ensuring that 'Coconut Connection' contains relevant information and is successfully executed. • Increased Brand Visibility and Awareness: Assist in creating content that showcases the corporation's values, market positioning, and offerings to increase brand visibility and awareness. • Provide recommendations and feedback for improvements where applicable



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. Promoting
0. Pa Enua offices	0. Light	0. Visitors	0. Promoting
	What contact does this position have with the internal contact described (Light, Medium/ Heavy) Light: Only if a small proportion of the Agency is dealt with (1 or 2 other departments) Medium: Most of the Agency is dealt with at a routine level. Heavy: 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)	0. Travel Wholesaler	What contact will I have with this external contact described (Minimal, Routine, Promoting, Negotiating/ Critical Contact) Minimal: Minimal external contact is required. Routine: Significant, regular discussions and contact to resolve day to day difficulties and problems. Promoting: 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. Negotiating: Considerable contact as the prime negotiator on major business dealings or on highly sensitive matters requiring highly developed negotiating or human relations skills.



AUTHORITY:

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

Financial	-
Staff	-
Contractual	-

WORK COMPLEXITY:

<i>Indicate Most challenging duties typically undertaken:</i>	
1	Ability to manage tasks to ensure optimal productivity and effectiveness towards agreed objectives, and contribute to a positive and rewarding work environment.
2	Ability to plan ahead and prioritise areas of focus and associated work programs to ensure consistency with Marketing Strategy and the direction appointed by the Digital Manager, General Marketing Manager, Director of Sales & Marketing, CEO, and Board
3	Ability to complete multiple project-specific deadlines whilst simultaneously supporting the Digital Manager and General Marketing Manager to complete other Destination Marketing activities.
4	Ability to fulfil '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.
5	Ability to keep up to date with changes and advances in the Digital Communication space and follow recommendations of approaches to adopt
6	Ability to monitor and analyze conversion and ROI on a global scale for competitive and comparative purposes
7	Ability to form positive working relationships, work collaboratively and effectively with 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.

Essential: (least qualification to be competent)	Desirable: (other qualifications for job)
Tertiary Degree in a related field including; Marketing, Digital Technology, Communications, Business Administration	Postgraduate papers in a related field including; Strategic Management, Graphic design

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.

Essential: (least number of years to be competent)	Desirable: (target number of years you are looking for)
At least 2 years experience in one or more: - Marketing - Content Creation - Web proficiency - Digital advertising - Social Media Strategy development - Data analysis - Team management	At least 3 - 4 years experience in one or more: - Strategic management - Project Management - SEO - Digital campaign management - Communications analysis

Key Skills /Attribute / Behaviours

Key Behavioural Skills	The successful applicant will demonstrate: - Efficient coordination of team tasks and projects, handling various assignments from different staff and volunteers across multiple locations. - Strong organisational abilities, capable of prioritising tasks and meeting deadlines effectively. - Excellent communication skills, including written proficiency, proofreading, and the ability to speak publicly. - Capacity to foster relationships with stakeholders, community groups, government agencies, and members of the tourism industry. - Outstanding interpersonal skills, both face-to-face and over the phone, maintaining a high level of professionalism. - Ability to work independently and achieve project goals with minimal supervision. - Capability to remain impartial and act neutrally despite potential social pressures.
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Key Technical Skills	The successful applicant will demonstrate key technical skills: • Comprehension of digital marketing principles and practices. • Excellent communication and interpersonal abilities. • Understanding of market research and data analysis. • Capability to manage multiple projects and effectively prioritise tasks. • Keen attention to detail and strong organisational skills.
Other Skills & Knowledge	The successful applicant will also need to demonstrate: • Comfortable in representing Cook Islands Tourism in public forums • Competency in speaking and writing in both English and Cook Islands Maori (preferred but not necessary)