**UNICEF AOTEAROA NEW ZEALAND**

**Position Description**

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| **Position title** | **Content Manager** |
| **Reports to** | **Campaign Manager** |
| **People in Team reporting Content Manager** | Content Specialist – DM  Content Specialist – Retention (TBC) |
| **The Integrated Marketing Team: Collabrative partnership** | Demand Gen Manager  Senior Business Analyst  Digital Marketing Lead  Social Media Manager  Frontend Developer |
| **Key Internal Stakeholders** | DED Child Rights and team  Group Manager Fundraising  BD – Corporate Partnerships  BD – Philthanrophy |
| **Employment status** | Fulltime |
| **Location** | Negtioble (Auckland or Wellington) |
| **UNICEF Career Level** | Level 4 |
| **Hours of work** | 37.5 hours per week (flexible) |
| **Position summary** | A creative thinker with a Donor-first mindset that has a deep understanding of storytelling formats and how to create compelling stories that drive donor acquistion, engagement and retention. Solid understanding of inbound and outbound marketing tactics and expertise in developing content for Donor motivations/persona’s and segmentation |

**About UNICEF**

UNICEF is the world’s leading children’s agency. We work in 190 countries to help children survive and thrive, providing clean water and sanitation, education, healthcare, nutrition, and child protection. We are mandated by the United Nations to advocate for the protection of children’s rights, to help meet their basic needs and to help them to reach their full potential. Our mission is to create a better world for every child. We believe every child must be given the chance to become a productive member of society and must have the right to be heard.

UNICEF New Zealand is one of 33 National Committees working to raise funds for UNICEF’s lifesaving work and to advocate for children’s rights and wellbeing. With offices in Wellington, Auckland and Christchurch, we are small team of staff working in the areas of fundraising, communications, child rights, and international program quality, design, and contract management.

**Vision**

For Every Child, Everywhere, Every Chance to Thrive

**Purpose**

We grow the movement of people standing with us to save children’s lives wherever they are; defend their rights and help them realsise their potential

**Our Values**

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| **Whakamanakitanga** | We Care |
| **Whakakaha** | We never give up |
| **Whakamahi** | We get things done |
| **Whakapono** | We act with integrity |
| **Whakarongoā** | We listen, see, heal, reach out to you |

**Role Purpose**

In order to achieve the ambitious revenue targets, as set out in the Unicef Aotearoa, NZ strategy 2020-2025, this role supports the integrated marketing team in delivering engaging content that generates Donor acquisition, engagement and retention, in addition to further strengthening the thought leadership position of the Unicef brand within Aotearoa.

The Content Marketing Manager is responsible for the implementation and support of content strategy, creation, and curation, to create an engaging experience for our audience segments, while continuing to establish Unicef as an expert in Child rights and advocacy.

* To work with the Integrated Marketing team to execute a content strategy that drives high engagement
* Undertake content marketing initiatives including segmentation writing to achieve Fundraising revenue targets
* Develop editorial calendar for the content team aligned to the Campaign strategy
* Deliver engaging content in alignment with Unicef bi-cultural brand voice, on a regular basis
* Edit, proofread, and improve content to ensure quality, clarity and consistency
* Manage the distribution of content across all channels
* Optimize content considering SEO and Google Analytics
* Analyse web traffic metrics

**Key Responsibilities**

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|  | **Key Accountabilities** | **Expected Outcomes** |
| 1. | Accountable for all the content marketing initiatives to drive Donor traffic, engagement and retention | * Collobrate with the Campaign Manager and Demand Gen Manager to turn overall marketing goals into content plans, matrices and project plans * Manage content creation across all categories * Write engaging content that supports delivery of the Integragted Marketing Campaign strategy and Brand direction. * Manage Content Specialists and Designers to produce high value mix media content across marketing channels * Track content engagement and refine when necessary to ensure maximum impact * Edit and proof all content for consistency of message |
| 2 | Ensure consistency of messaging across the marketing channels and content is in keeping with brand guidelines | * Develop editorial governance so content is consistent with Unicef Aotearoa NZ bicultural brand voice, style and tone |
| 3 | * Collaborate across all fundraising verticals to deliver an effective content marketing strategy and editorial plan to meet the business objectives and revenue targets | * Collobrate with the Fundrasing Group Manager and Vertical Leads to develop content that meets their Business objectives in alignment with the Campaign Strategy |
| 3 | * Create the content our audience segementation is looking for and then to optimise the path to conversion | * Use behavioural data marketing to understand prospects and Donor motivations to create content that resonates with the target audience * Create relevant, informative content that gives our audience segments everything they need to make informed decisions. |
| 4 | Lead a team of content specialists to create regular content to be marketed via all inbound/outbound channels | * Make data-driven decisions to move the team and the content forward and hit Unicef strategic goals. * Ensure all marketing stakeholders needs are met. * Keep the team up to date with the latest trends in content marketing. * Manage creative agencies and freelancer designers.https://lh5.googleusercontent.com/GOzXnHfkJ3nCoYY2FOT9A3DVzSr7WmF-fY6q9axSRgn3QqzzkY6R6u2xNZZO75Sk0Hqe1bcocjnsBk9UjMwOzJBYxxYDbuzlbKX4d_98e_-vuCXmEyXDs2_gsg * Collaborate with influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience. |
| 5 | Content channel management of digital hubs and all supporting social channels including inbound and outbound marketing tactics. | * Work with the Social Media Manager to create channel appropriate content * Best practice of the main social media channels, which content and approaches work on each and why |
| 6 | * Measurement and optimisation of the marketing content on a regular and ongoing basis to ensure Fundrasining revenue targets | * Develop taxonomies and metadata framework for grouping and tagging content. * Measure engagement, SEO performance, Brand awareness, Pledges and Rentation numbers, |

**Education**

A tertiary level qualification in a related field e.g. Marketing and or Communications

Fundraising Specific education or training that is relevant to business and major donor fundraising.

**Experience Required**

* A minimum of 5+ years experience in a Content Marketing role or similar
* Expertise in storytelling formats and superb writing skills
* Experience creating content across several disciplines (text, design, video, infographics etc.).
* Strong knowledge of marketing principle including audience segmentation
* Editorial requirements include basic SEO understanding, content categorisation and structure, content development, distribution and measurement.
* Experience building audiences either online or offline
* Expertise in social media platforms
* Project management skills and attention to detail
* Proven team leader capabilities
* Proven ability to work collaboratively in a fast-paced, team environment

**Preferred**

* Knowledge of Tikanga Maori /Te Reo
* Some experience in producing video content
* Some experience in PR
* Experience using marketing tools or applications for content automation, campaign monitoring, email campaigns, digital marketing etc.

**Personal attributes**

* Excellent verbal and written communication skills.
* Excellent interpersonal and networking skills with the ability to inspire and engage a wide range of donors, sponsors and stakeholders.
* Friendly and approachable.
* Resilient; ability and desire to work in a fast paced, changing environment.
* Driven and results focused.
* Organised, with strong administrative skills.
* Self-motivated with a can-do attitude.
* Flexibility; willing to do a variety of adhoc tasks, willing to work flexible hours when required to meet client needs