

REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Director Brand & Content	Auckland	2-6	Customer Solutions

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

As Content Lead, you will be a senior professional capable of leading the planning, design, development and management of content across NZTE’s digital platforms. You will be able to translate an organisational strategy into a global content strategy, then collaborate with stakeholders to operationalise it, ensuring effective and efficient delivery. You will lead a team that delivers world-class content, understanding what it takes to activate content through different channels, and through your work, engage customers with content that makes a measurable difference to their ability to succeed internationally. Most importantly, you will be motivated to achieve impact for New Zealand.

WHAT’S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- Propose and lead out a global content strategy that will support NZTE’s commercial goals (including metrics and KPIs to measure impact) and lead the team that delivers it, setting the standard for quality in all the content that is produced so that it can purposefully communicate our value proposition and inspire, prepare and inform the audience.
- Ensure that NZTE’s content inventory is managed and optimised for emerging technologies and changing audience consumption habits, using data and customer insights.
- Provide leadership to your team, creating clarity and generating energy around content priorities, understanding individual motivators to support their growth, and identifying and organising upskilling and development opportunities that grow people within their current role and for future opportunities
- Be a valued member of the team, testing ideas and contributing towards the ongoing evolution of the Brand and Content leadership within the wider NZTE.
- Engage and build great relationships with internal and external stakeholders across NZTE to enable cross-functional collaboration that accelerates impact, proactively sharing and receiving knowledge.
- Lead the team with maturity, experience and credibility to deliver on our content strategy.

Success in this role means:

- Significant achievement across key metrics – customer conversions, customer NPS, engagement metrics and returning visitors/monthly active.
- Ensure that myNZTE content is world-class, ensuring quality and consistency.

- Implement a strategic pipeline of content creation and curation of briefs which are clearly defined to deliver to business objectives.

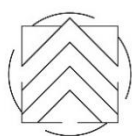
WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGĀ?

- **Leader people can follow** – great at inspiring and motivating others and getting the best from individuals and teams. Provides challenging tasks and assignments, actively develops individuals and is a great people builder and leader
- **Relationship builder** – able to develop and maintain trusted relationships and interact with key influencers and decision-makers. Listens to understand, can provide insight and advice and builds trust by delivering and adding value.
- **Experienced content professional** – with a multi-disciplinary skillset, experience in developing systems and processes that enable efficient workflows, and a good understanding of how digital channels are evolving.
- **Commercial acumen** – experience working with and advising stakeholders to maximise commercial outcomes across multi-channels and international businesses.
- **Resilient** – can cope with pressure, work to tight deadlines and stays focused in a fluid environment and new information. Ability to be self-directed and motivated, counted on to get the job done.
- **Great at prioritising and decision maker** – spends time on what's important, zeros in on the critical, eliminates roadblocks and acts.
- **Creative thinker and strategic storyteller** – passionate and driven on the role of creativity on solving problems and simplifying the complex.
- **Extra:** Knowledge of GEO (desired).

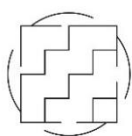
Our characters | Ō mātou uara

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

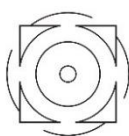
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



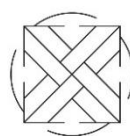
AMBITION
Drives us



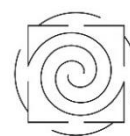
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as "*enhancing mauri to deliver impact*".

