

Position description

Position title:	Channel Specialist	Team:	Channel
Division:	Group Services	Reports to:	Channels & Production Manager
Department:	Communications	Direct reports:	N/A
Unit:	Brand & Channel	Indirect reports:	N/A



Our commitment to te ao Māori

We honour te Tiriti o Waitangi, accord value to te ao Māori (the Māori world), support kaitiakitanga and are responsive to the needs of Māori. You participate in initiatives to embed te ao Māori into the way we do things. You are willing to develop and build your own understanding and capability to contribute to the delivery of the directorate's Māori outcomes and wider organisation's vision to be responsive to the needs and aspirations of Māori as outlined in the Māori Outcomes Performance Measurement Framework –Kia ora Tāmaki Makaurau.



Purpose of the job

To contribute to the success of the OurAuckland channels by supporting the delivery of key channel initiatives.

 Key responsibilities	• Helping ensure agreed channel KPIs are met by: ◦ supporting the day-to-day operational management of key OurAuckland and council channels such as the Ratepayer's Update digital and print channels ◦ working alongside the Digital Specialist – Associate to determine channel awareness, preference, attributes, and communication effectiveness ◦ using customer and channel data to help develop actionable customer-centric insights to drive channel plans ◦ providing best-practice advice to stakeholders ◦ translating the data-driven insights into a measurable annual continuous optimisation plan alongside the Channel & Production Manager • Supporting the creation and management of channel road maps, creative and/or development briefs and user journeys. • Ongoing operational management of Auckland Council's email platform and databases. • Be aware of, and demonstrate, the principles of Our Charter. This sets out the expectations for conduct at Auckland Council. • Be aware of, and demonstrate, Our Behaviours in ways that support inclusivity and adaptability in every aspect of our work. • At Auckland Council, "health and safety starts with me" (ka timata te hauora me te aria hauata ki a au) and everyone has a duty to keep themselves and others safe. Our Health and Safety Policy Statement and our Health and Safety Management Framework (SMF) explain the specific HSW duties applicable to this role, including Injury Management responsibilities applicable to people leaders. • Champion and deliver accessible communications.
 Outcomes	• Regular channel progress reports against agreed metrics. • 'Visible' channel optimisation plans. • Strong relationships with internal and external stakeholders. • Agreed channel success metrics are met or exceeded. • You can pronounce and use basic te reo Maori in emails, meetings, and conversations. • You understand, demonstrate and value the use of tikanga where appropriate.

Auckland Council behaviours

 SERVE Aucklanders serving Aucklanders	 DEVELOP Step up from good to great	 COLLABORATE Success comes when we work together	 ACHIEVE It's up to us to make it happen
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 Key skills	• Works collaboratively and builds excellent working relationships. • Has a strong service and customer-first focus. • Easily assumes responsibility, and accountability. • Is positive, optimistic and motivates others. • Is adaptable, resourceful and consistently meets deadlines. • Is resilient, works well under pressure, and mature in overcoming problems, challenges, and conflict. • Well organised – plans and prioritises and manages time. • Thorough understanding of end-to-end channel management, especially website & email • Articulate – able to distil complicated content into easily communicated, customer-centric insights. • An appreciation of other department disciplines such as marketing. • Strong stakeholder management experience • Experience using research and analytics data to develop channel solutions and improvements.
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 Job requirements	Qualifications: • Bachelor's degree or higher in a related field Experience: • Previous product management or channel management experience would be ideal, but not mandatory • At least 3 years' experience in a complex organisation
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Disclaimer

The above statements are intended to describe the general nature and level of work being performed by incumbents in the assigned job. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

Approving manager:		Version date:	
 Job framework	Job function:	Job family:	Job:

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