

## JOB DESCRIPTION

### Job Title

Digital Marketing Lead

### Division

Auckland Unlimited

### Reports To (Attach Structure)

Digital Manager

### Department

Auckland Live

### Direct Reports

Nil

### Unit

Marketing and Ticketing

### Indirect Reports

Nil

### Team

Digital

### Location

Auckland Central

### Key Purpose of Role

The **Digital Marketing Lead** strategically develops and delivers email marketing solutions, paid media campaigns, reports on digital performance, and analyses the Auckland Live customer database to deliver business objectives, increase revenue and optimise the customer's digital experience.

### Key Responsibilities

#### Email Marketing (EDM)

- Lead email marketing activities across Auckland Live marketing campaigns and communications.
- Liaise with internal and external stakeholders to gather content and assets for the EDMs.
- Build and send EDMs to achieve specific campaign and business objectives with a focus on ticket revenue and attendance.
- Provide regular reports and performance summaries of EDMs to Auckland Live managers, colleagues, and clients.
- Advocate for best-practice approach to email marketing activities within Auckland Live.
- Upload and clean data as necessary, and ensure adherence to relevant laws, including legislation on data protection and privacy.
- Tracking of EDM performance and database growth.

### Expected Outcomes

- The EDM schedule and database is kept up to date and organised.
- EDMs are built to industry standards and delivered on time, on budget.
- Marketing campaign and business objectives are met.
- Auckland Live colleagues and clients are given insights to make informed decisions about online marketing initiatives.
- Auckland Live email marketing activities adhere to best practice approach.

<p><b>Search Engine Marketing (SEM)</b></p> <ul style="list-style-type: none"> <li>• Responsible for ongoing paid keyword discovery, expansion, and optimisation.</li> <li>• Drive continued optimisation of SEM campaigns through performance analysis, ad copy testing, quality score improvement, etc.</li> <li>• Provide recommendations on marketing campaign structuring, targeting, display networks, and other facets of paid search in accordance with campaign goals.</li> <li>• Communicate to teams and management project development, timelines, and results.</li> </ul>	<ul style="list-style-type: none"> <li>• The conversion rate of Auckland Live's Google Ads campaigns is optimised in real time.</li> <li>• The overall quality score of Auckland Live's Google Ads is lifted.</li> <li>• Present to the Marketing and ticketing team actionable insights and recommendations.</li> </ul>
<p><b>Social Media Marketing</b></p> <ul style="list-style-type: none"> <li>• Manage planning, implementation, and optimisation of the Auckland Live brand social campaigns.</li> <li>• Work collaboratively with internal teams to ensure maximum cost-efficiencies and highest ROI.</li> <li>• Lead paid social media activities with the goal of increasing engagement and reach as well as generating ticket sales.</li> <li>• Analyse and monitor ad performance to optimise creative and audience targeting</li> </ul>	<ul style="list-style-type: none"> <li>• Ad campaigns are optimised at the highest level possible with cost-efficiencies.</li> <li>• Social media followers are actively engaged.</li> <li>• Marketing campaign reports are produced in a timely and accurate manner.</li> </ul>
<p><b>Data analysis and Reporting</b></p> <ul style="list-style-type: none"> <li>• Manage Auckland Live's customer database.</li> <li>• Responsible for the growth of the number of subscribers to the Auckland Live's database and manage opt-ins / opt-outs, segmentation, targeting etc.</li> <li>• Lead data analysis for pertinent queries and make data-informed recommendations.</li> <li>• Provide accurate and timely reporting to management and contribute to teams and business planning as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Subscriber database is well managed and appropriately protected.</li> <li>• Size of the Auckland Live database is increased at a healthy rate.</li> <li>• Reporting is provided in a timely and accurate manner.</li> <li>• Auckland Live management and colleagues can use analytics and data to make informed business decisions.</li> </ul>

<ul style="list-style-type: none"> <li>• Measure, monitor and report on digital reach, engagement, conversion and activities using analytics tools.</li> <li>• Provide monthly reporting to Auckland Live and Auckland Unlimited.</li> <li>• Identify any opportunities or risks and advise on corrective courses of action based on data and insight.</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive contribution to planning of data reporting.</li> <li>• Timely identification of new online opportunities, industry trends and developments in digital marketing activities.</li> </ul>
<p><b>Digital Signage</b></p> <ul style="list-style-type: none"> <li>• Responsible for digital signage activities across Auckland Live screens and venues</li> <li>• Manage the content schedule and calendar</li> <li>• Lead communications with internal and external stakeholders to gather content and assets for digital signages</li> </ul>	<ul style="list-style-type: none"> <li>• Digital signage is up to date at any given time</li> <li>• Digital signage is delivered on time and adhering to Auckland Live brand guideline.</li> </ul>
<p><b>Other Digital Marketing applications</b></p> <ul style="list-style-type: none"> <li>• Coordinate documentation of processes and procedures as required.</li> <li>• Provide training and support to the Auckland Live Digital Coordinator and Marketing team colleagues as required.</li> <li>• Provide advice and assistance to Auckland Unlimited on email marketing solutions to assist the achievement of their business objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Effective use of email marketing applications.</li> <li>• Processes and procedures are adhered to.</li> <li>• Upskill Auckland Live colleagues in email and direct marketing usage and application.</li> <li>• Auckland Live can make informed decisions about email and direct marketing initiatives.</li> </ul>
<p><b>Communication and relationship management</b></p> <ul style="list-style-type: none"> <li>• Develop effective and collaborative working relationships, internally and externally.</li> </ul> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Work closely with Auckland Live and Auckland Unlimited colleagues to understand the business requirements and expectations.</li> <li>• Liaise with the Marketing and Programming teams to ensure content is delivered and follows best practice for email marketing and signage.</li> </ul> <p><b>External</b></p>	<ul style="list-style-type: none"> <li>• Satisfied feedback from internal and external stakeholders</li> <li>• Effective communications and positive working relationships developed.</li> <li>• Services provided by external suppliers are delivered on time and to budget.</li> <li>• Appropriate and relevant communications are channelled to all affected parties.</li> </ul>

<ul style="list-style-type: none"> <li>• Work with external vendors, developers, designers, and industry specialists to achieve business objectives.</li> <li>• Maintain supportive communications with clients and external stakeholders.</li> <li>• Ensure effective online communication is provided to external customers.</li> </ul>	
<p><b>Team contribution</b></p> <ul style="list-style-type: none"> <li>• Keep up to date with industry digital trends and initiatives and the use of marketing emails and signage in the performing arts and entertainment sectors.</li> <li>• Keep up to date with Auckland Live and industry research and insights and ensure marketing and data-led campaigns are informed by such.</li> <li>• Contribute and collaborate on projects with the Marketing team and other Auckland Live teams where required.</li> <li>• Provide excellent customer service to both internal and external contacts.</li> <li>• Assist with special projects as directed by the Digital Manager and Head of Marketing and Ticketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Colleagues and project leads are kept informed on industry trends and best practice.</li> <li>• Work practices and projects are informed by Auckland Live and industry research.</li> <li>• Effective contribution to collaborative projects.</li> <li>• Proactive initiative that aligns to Auckland Live business and values when opportunities arise.</li> </ul>
<p><b>Project participation</b></p> <ul style="list-style-type: none"> <li>• Participate in relevant projects with other Auckland Live or Auckland Unlimited sections on a project basis to deliver high quality innovative activities and projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Effective and proactive contribution to the project.</li> <li>• Projects delivered to required objectives.</li> </ul>
<p><b>Organisational obligations</b></p> <ul style="list-style-type: none"> <li>• Action the organisation's good employer obligations and equal employment multi-cultural policies and practices.</li> <li>• To be associated, as required, with Civic Defence Emergency Management or any exercise that might be organised in relation to this organisation function.</li> <li>• Promote a safe and healthy workplace by undertaking responsibilities as outlined in the</li> </ul>	<ul style="list-style-type: none"> <li>• Auckland Unlimited's reputation is enhanced within the community.</li> <li>• Health and safety requirements are met and upheld.</li> </ul>

<p>organisation's health and safety policy and procedures.</p> <ul style="list-style-type: none"> <li>• Promote activities and initiatives that assist the organisation achieve its vision and mission.</li> <li>• Familiarise yourself with and comply with all organisation policies, including but not limited to, the organisation's Code of Conduct.</li> </ul>	
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualification in digital marketing, marketing, communications, or a related field</li> </ul>	
<p><b>Experience and competency</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Three or more years' experience in a digital marketing and/or digital communications role, preferably in email and direct marketing or a digital-related role.</li> <li>• Intermediate to advanced knowledge of HTML + CSS,s with experience to build responsive custom Email template.</li> <li>• Experience in using database and email marketing systems (eg. Archtics, MailChimp, Campaign Monitor etc).</li> <li>• Understanding of visual aesthetics, layout, content flow and presentation.</li> <li>• Experience of managing digital channels, including websites, e-newsletters, paid search and social media.</li> <li>• Experience with Google Ads, Google Analytics/ Data Studio, Google Tag Manager and Facebook Ads</li> <li>• Strong project management skills, excellent attention to detail, and a resilient, proactive approach to working under pressure and to tight deadlines.</li> <li>• Ability to prioritise and manage projects effectively and deal with multiple concurrent projects.</li> <li>• Experience in using Excel for advanced reporting and analytics.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Google Analytics-certified, with a strong understanding of data analytics.</li> <li>• Working knowledge of SQL and experience with Power BI.</li> <li>• Excellent attention to detail and process-driven practices.</li> <li>• Marketing or advertising experience in the entertainment, arts, or events industries.</li> <li>• Knowledge of the performing arts and entertainment industry.</li> <li>• Observational and active learning.</li> <li>• Ability to collaborate, and capable of working independently with minimal supervision.</li> </ul>	
<p><b>Key Relationships</b></p> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Cross-team colleagues (Marketing, Communications, Programmes and Presenter Services).</li> <li>• Other staff as required.</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Producers, promoters, presenters, visiting companies and agencies.</li> <li>• Suppliers.</li> <li>• Auckland Unlimited colleagues.</li> </ul>	

**Delegated Authorities**

Budgeted: Opex  
Capex

Unbudgeted: Opex  
Capex

**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, personnel may be required to perform duties outside of their normal responsibilities as needed.