

NEW ZEALAND TOURISM BOARD JOB DESCRIPTION

Position:	Online Analytics and Social Media Coordinator
Location:	Consumer Marketing Auckland
Responsible to:	Online Manager
Regular Points of Contact:	General Manager Consumer Marketing Marketing Research Manager International Media Programme Manager Media Projects Manager Campaign Managers Auckland staff International TNZ posts Industry stakeholders Internet Agency External consultants

The objective of the position is to co-ordinate the online and social media modelling across www.newzealand.com and other on and offline platforms.

This position includes but is not limited to:

- Co-ordination of online and social media analytics across all web platforms to provide statistics for ongoing web planning
- investigation of site statistics and performance of campaigns to direct change in performance and functionality across www.newzealand.com
- comprehensive management of Tourism New Zealand's role in the wider social media environment as directed by Marketing and other stakeholders

Key Result Areas – Responsible for:

- managing on a daily basis all of the online reporting requirements across all internal websites utilising Omniture as the default tool
- managing the daily dashboards that are required by all internal and external stakeholders

- providing robust data that ensures ongoing functionality changes across the platforms as well as robust campaign reporting as required
- managing all public indicative displays as to web performance on a daily basis
- managing and planning expansion (working with Online Manager) for increased functionality by planned reporting and tagging implementation
- feeding back core and nuance data that will enhance the reputation of New Zealand and enable further development of newzealand.com.
- work hand in hand with the research team taking direction regarding requirements and delivering to those where required
- be proactive and participate in the extension of both online analytics and social media
- managing the budget as such detailed above
- undertaking additional tasks and responsibilities as required.

Person Specification:

Core Organisational Competencies

- Information Technology
- Relationships
- Teamwork
- Achieves Continuous Improvements
- Cultural Awareness
- Coping with Change
- Communication

Specific Competencies

- Project Management experience
- Knowledge of Omniture or a similar analytics application. A robust Omniture experience is preferred but not essential. An understanding of analytics is.
- Understanding of marketing and the process flow
- Able to demonstrate a core understanding of social media and an execution of such
- Excellent written and verbal communication skills in English
- High level of initiative

Desired Qualifications/Experience

- Tertiary qualification in Communications / Business Management / Marketing
- Previous analytics experience
- Previous Internet Marketing Experience

Updated By: Patrick Verryt

Date: September 2009