

POSITION DESCRIPTION

Digital Content Manager

Reports to:	Senior Digital Manager
Division:	Marketing
Tenure:	Permanent
Location:	Hamilton Campus
Date:	October 2025

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive studenty experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The Marketing team's purpose is to provide best in class services which protect and build the reputation of the University amongst its diverse stakeholder groups and customers. The team, which forms part of the Vice-Chancellor's Office, provides leadership in areas such as brand and marketing, working closely with academic divisions and other functions across the organisation to support the achievement of the University's strategic goals.

2. POSITION PURPOSE

The Digital Content Manager is responsible for leading the University web publisher community to achieve a user-centred, SEO optimised and plain language website through the development, implementation and maintenance of digital writing resources, community forums as well as providing expertise and assistance to stakeholders on digital content writing and design.

3. FUNCTIONAL RELATIONSHIPS

Internal:	Director of Marketing Web team Web Editor Community Marketing Division Communications and Strategic Engagement team Student Services ITS All University of Waikato Directorates, Divisions, Schools and Campuses Web Content Governance Group University of Waikato staff and students
External:	User groups of university platforms University digital partners and vendors Other external agencies Prospective students and influencer Academics and Professional organisations Graduates of the Faculty (Alumni) The public

4. KEY RESPONSIBILITIES

Web Content Support and Assurance

- Provide expert quality assurance for web content across the University, correcting technical issues and guiding authors to follow best practice and University guidelines.
- Maintain and update Web Guides and related resources to ensure CMS guidance and best practice are current, practical, and accessible to all web publishers.
- Ensure all web content is on-brand, consistent in style and tone, accessible, and optimised for search and AI-driven (GEO) visibility.
- Lead the ongoing use of optimisation and SEO tools to monitor content performance and support publisher capability.
- Manage and action website requests in Kuhukuhu, ensuring effective assessment, prioritisation, advice, and timely resolution.
- Manage and create web redirects and aliases (friendly URLs) as requested by stakeholders.
- Support user testing, usability studies, market research, and focus groups to inform content decisions.
- Provide insight and recommendations on potential new content and website sections, informed by stakeholder needs, user research, and web analytics.
- Collaborate with stakeholders and users to review and improve website structure and information architecture, ensuring content is intuitive, accessible, and aligned with University goals.

Leadership

- Provide expert advice and recommendations for web publishers across the University, supporting best practice, capability building, and continuous improvement.
- Act as the Subject Matter Expert, providing guidance based on technical analysis, publisher capabilities, stakeholder context, and the wider web environment.
- Contribute to the University's web content strategy, ensuring content planning, standards, and priorities align with organisational goals.
- Represent the web content function in the Web Content Governance Group, providing guidance, insights, and recommendations.
- Communicate and champion web policies, guidelines, usability, and accessibility principles.
- Coach and enable web editors and publishers, delivering ongoing education including monthly Community of Practice sessions.
- Proactively contribute to planning and decision-making within the Website Marketing team and wider Marketing team.
- Ensure a customer-centric approach is applied in all web activities.
- Align activities and behaviours with the University Vision and Strategy.

Team Contribution

- Work effectively as a member of the Web team, Marketing to support other team members and provide support and/or coverage of functions.
- Work collaboratively to encourage transparency across activities, open sharing of knowledge, and the building of positive relationships to support a high-performance culture.
- Work with the Senior Digital Manager to communicate issues and enhancements for the product backlog.
- Collaborate with Communications and Marketing teams to plan, develop, and publish website content additions and enhancements.
- Work with other team members on projects to improve processes and support cross-functional initiatives.
- Proactively build positive relationships across Marketing, key stakeholders and the wider university.
- Support a positive culture and morale.
- Comply with and undertake responsibilities set out in the University's Health and Safety Policy

Continuous Improvement

- Actively contribute to the ongoing development and improvement of the Web teams systems and processes.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager.

5. PERFORMANCE STANDARDS

The Digital Content Manager will be performing satisfactorily when:

- Web content across the University is accurate, accessible, written in plain language, and aligned with brand, SEO, and AI-discovery best practice.
- Digital writing resources, training materials, and community forums are current, practical, and widely used by web publishers.
- Constructive, timely, and expert advice is provided to stakeholders, supporting continuous improvement in web content quality and usability.

- Collaboration with colleagues and stakeholders is proactive, respectful, and contributes positively to team culture and shared goals.
- Website requests and issues are managed efficiently, with clear communication and effective prioritisation.
- Data, analytics, and user insights are used to inform content decisions and demonstrate measurable improvement in performance.
- Contributions to the Web team and Marketing Division reflect professionalism, initiative, and alignment with the University's strategic objectives and values.
- Health, safety, and wellbeing responsibilities are met in accordance with University policies and procedures.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- A degree in Digital Marketing, Communication, Media Studies, Journalism, English, or a related field.

Desirable

- Postgraduate study or professional development in Digital Strategy, SEO, Content Design, or User Experience (UX).
- Training or certification in Web Writing, Plain Language, and Accessibility Standards.

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- Senior experience managing web content in a large organisation
- Strong knowledge of content strategy, information architecture, accessibility, and usability principles.
- Proficient in using and administering content management systems
- Skilled in web writing and editing, using plain language to ensure clarity, engagement, and alignment with the brand's tone and voice.
- Experience developing and delivering training, documentation, and support for a distributed editor community.
- Knowledge of accessibility standards (WCAG) and web best practice.
- Experience improving website structure and content through user research and stakeholder engagement.
- Excellent interpersonal, influencing, and communication skills.
- Strong organisational, planning, and problem-solving ability with attention to detail.
- Ability to manage competing priorities and work both independently and collaboratively.
- Ability to edit and optimise digital assets (e.g., images, PDFs) using tools such as Adobe Photoshop or Acrobat

Preferred

- Experience with Silverstripe CMS.
- Understanding of semantic HTML, CSS, and modern web publishing technologies.
- Familiarity with Agile content practices and backlog management.
- Knowledge of UX research and testing methods.
- Ability to use analytics, SEO, and GEO tools to optimise content and measure impact.

PERSONAL QUALITIES

- Builds strong, positive relationships with people from diverse backgrounds and cultures.
- Communicates and presents confidently with staff and stakeholders at all levels.
- Demonstrates professionalism, integrity, and sound judgement.
- Politically aware, diplomatic, and sensitive to organisational context.
- Creative and user-focused, with a strong design and problem-solving mindset.
- Flexible and adaptable, able to manage multiple priorities and work effectively under pressure.

- Self-motivated, proactive, and able to work independently or collaboratively.
- Skilled at influencing and engaging stakeholders to achieve shared goals.
- Highly organised, with strong time management and attention to detail.
- Passionate believer in the value of education.
- Commitment to a culture of openness, flexibility and co-operation to achieve excellence in academic programmes, research and service.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.