

## Job Description

### Position Information

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**Position:** Digital Content Specialist  
**Location:** Auckland  
**Reports to:** Digital Marketing Manager  
**Team:** **Marketing & Fundraising**  
**Direct Reports:** 0  
**Grade:** 16

### MHF Purpose

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#### Whakataukī

*Mauri Tū, Mauri Ora* “Create space for the positive life force found in all things”

#### Mission

Our whakataukī informs the Mental Health Foundation (MHF) mission:  
“Lift the mental health and wellbeing of all people in Aotearoa New Zealand.”

#### Te Tiriti

Advance MHF’s tangata Te Tiriti journey and partnership with Māori through MHFs partnership/s and practices.

#### Values

All MHF staff members, processes and relationships aim to work in ways that align with the MHF organisational values:

- Ōritetanga - fairness and equity
- Tika, Pono, Aroha - respect, truthfulness, compassion
- Whanaungatanga - trusted relationships, whānau centred
- Te Pae Tawhiti - innovation
- Toitū – sustainability

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### Organisational expectations and performance indicators

- Demonstrates strong interpersonal skills with the ability to communicate with a wide range of individuals effectively and courageously in a diverse environment.
- Able to manage time by organising and planning effectively (e.g. prioritising, project management, meeting deadlines, being at work and meetings on time).

- Delivered work to the level of quality expected, on time and within budget.
- Operates in a manner that recognises and upholds the significance of being a committed Te Tiriti partner.
- Adheres to MHF's policies and procedures (e.g. supplies receipts and invoices to the accounts team within deadlines and enters leave into iPayroll consistently and within pay cycles timeframes)

## **Purpose**

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The Digital Content Specialist will play a pivotal role in advising on and implementing user-centric content across all digital platforms to elevate MHF's digital presence. This role will be responsible for maintaining and improving our websites, executing email marketing campaigns, and providing insights on best practices to improve user engagement and retention.

This includes managing content for MHF's all year-round activity including campaigns, events, resources, as well as email marketing, user journeys and our website.

The role involves both strategic advising and hands-on implementation, ensuring that all user-facing content is optimized and effective.

## **Key Relationships**

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### Internal

- Marketing and Fundraising Team
- Programmes and Resources Team
- Policy and Advocacy team
- Finance and Administration Team
- People and Culture Team

### External

- Digital agencies

## **Responsibilities**

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### **Content Management Systems (CMS)**

- Lead the ongoing development and maintenance of MHF websites.

- Ensure that websites are functioning optimally and are user-friendly.
- Provide recommendations for website improvements to the Digital Marketing Manager.
- Advise and implement internal content change requests.
- Advise on best practices for website design, layout, and content. management, ensuring that content is user-centric and engaging.
- Provide recommendations and templates to internal and external stakeholders on website design and layout best practices.
- Work in partnership with the Health Promotion Communications team to build, publish and review resources.
- Collaborate with external agencies to ensure website functionality and optimization.
- Manage web domains to ensure all integrations are working as intended e.g. tracking, log ins and CMS integrations.

### **Email Marketing**

- Responsible for the creation, execution, and optimization of email marketing campaigns.
- Manage email journeys across marketing cloud, including setting up target audiences, email templates, and lead forms.
- Advise on user journey best practice and opportunities for ad hoc, campaign-specific and evergreen journeys.
- Understand and implement flows based on information hierarchy best practice.
- Troubleshoot email deliverability issues, at times with content creators and external partners i.e. Kordia.
- Work with the Platform Specialist to ensure platform integration with Salesforce.
- Work with external agencies, providing briefs to build and optimize email journeys and serve as the conduit between the communications team and external agencies.
- Conduct A/B testing and provide ad-hoc metric reporting.
- User license and permission support person.

### **User Journey Mapping**

- Analyse user behaviours and patterns to understand how users navigate through our digital platforms and provide insights and recommendations to the digital team and other internal stakeholders.
- Identify areas where users drop off and suggest strategies to improve retention and re-engagement.
- Provide recommendations on best practices and improvements based on user journey data.
- Develop and implement strategies for audience segmentation.
- Segment the audience based on behaviour, demographics, and engagement levels to tailor content and communication strategies.

- Develop a comprehensive understanding of user pathways across all digital touchpoints and recommend improvements.

Any other duties agreed with the Digital Marketing Manager that are reasonably within the scope of the role.

### **Administration**

- All staff at the MHF are required to manage their own files, this includes format naming, dating and saving all work correctly in the shared SharePoint structure.
- Seek learning opportunities to develop and maintain own professional development.
- Model behaviour that contributes to building a positive team culture

### **Person Specification**

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#### **Skills and Knowledge**

##### ***Essential***

- Minimum of 2 years in a similar role, with experience in CMS platforms and email marketing.
- Experience with Marketing Cloud and CMS platforms (e.g., Laravel Nova, Shopify, Raisley).
- Ability to analyse user behaviour and provide actionable insights.
- Experience with developing and overseeing complex digital supporter journeys
- Proven experience in email marketing and audience segmentation.
- Certification or equivalent experience in relevant platforms and tools, for example Salesforce, Marketing Cloud, Google Analytics, and Meta
- Excellent interpersonal and communication skills, with the ability to build relationships and collaborate effectively with diverse stakeholders.
- Intermediate to Advanced skills in Microsoft Office suite - Word, Excel, PowerPoint, Teams, Zoom and Outlook
- Existing knowledge of and willingness to grow and extend knowledge of Te Ao Māori and Te Reo Māori.

##### ***Desired***

- Degree in web design, digital marketing, or a related field.
- Skills across a range of content management systems with HTML understanding.
- Understanding of the Tre Tiriti O Waitangi and practical application
- Experience working with digital media agencies on integrated campaigns
- Knowledge of population-focused digital advertising and behaviour change campaign methodology

- Previous experience in the health, fundraising or NGO sector

**Other requirements:**

- Willing and able to travel nationally
- Willingness to work outside 9am-5pm hours and to work weekends as required