DigitalNZ Community Manager

Digital New Zealand, National Library of New Zealand Information and Knowledge Services

The purpose of the National Library is to enrich the cultural and economic life of New Zealand and its interchanges with other nations. Digital New Zealand leads the way in the digital discovery and seamless access to New Zealand's digital content and heritage.

The DigitalNZ Community Manager is responsible for telling and sharing the DigitalNZ story, as well as managing and building the various communities that are integral to the DigitalNZ experience. We work with a range of customers, partners and users, and this role is about helping more people discover our service and supporting the DigitalNZ team to on the goal of helping New Zealanders find, share and use their digital content.

The role is responsible for managing DigitalNZ's outreach strategy and programme, which primarily includes:

- Content creation and management
- Social media management
- Presentations, workshops, and events planning and delivery
- Contributing to the development, design, and maintenance of DigitalNZ, including user testing
- Analytics reporting

- **Reporting to**: Manager, DigitalNZ Services
- **Location:** National Library of New Zealand, Wellington
- **Salary range**: CORPORATE G

What we do matters – our purpose

Our purpose is to serve and connect people, communities and government to build a safe, prosperous and respected nation.

In other words, it's all about helping to make New Zealand better for New Zealanders.

Te Tari Taiwhenua
Internal Affairs

How we do things around here – our principles

We make it easy, we make it work

- Customer centred
- Make things even better

We're stronger together

- Work as a team
- Value each other

We take pride in what we do

- Make a positive difference
- Strive for excellence

Working effectively with Māori

Te Aka Taiwhenua – our Māori Strategic Framework – enables us to work effectively with Māori. Te Aka Taiwhenua is underpinned by our mātāpono – Kotahitanga, Manaakitanga, Whānaungatanga, He Tāngata.

As DIA is an agent of the Crown, Te Tiriti o Waitangi/The Treaty of Waitangi is important to everything we say or do. We recognise it as an enduring document central to New Zealand's past, present and future. Building and maintaining meaningful relationships is important to work effectively with Māori, stakeholders and other agencies. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

What you will do to contribute	As a result we will see
Community management • Responsible for developing and delivering DigitalNZ's overarching outreach strategy and programme • Responsible for the day-to-day operations of all DigitalNZ online communities including monitoring and developing content for social media, encouraging activity, connecting with content partners, and responding to queries • Moderating and responding to all user-generated content on DigitalNZ • Supporting the team by identifying new content partners and communicating the benefits of DigitalNZ • Writing and distributing DigitalNZ's quarterly content partner e-newsletter • Managing and coordinating the creation and updating of all static content on digitalnz.org, such as refreshing the homepage, writing blog posts, and ensuring timely and appropriate page updates.	• A strong and active community of users, sector stakeholders and content partners. • Online channels are kept up to date and users of them are responded to. • DigitalNZ services are well promoted leading to increased usage, user satisfaction and new content partners. • Website content is of high quality, kept current, and aligned with user needs and service strategy.
Promotion and outreach • Planning and co-ordinating events around the country, such as training sessions, workshops for NZ school teachers, and initiatives to promote open licensing, remix and reuse • Directing promotional activities such as the team's attendance at events and conferences, sponsorship, promotional materials, award submissions, and outreach into social media, blogs, forums and other online communication channels	• Increased awareness of our services. • Our services are used more effectively by those they serve. • Key user groups are aware of the services we are building for them.
Service development support • Contributing to the ongoing development to www.digitalnz.org and online community tools (working with the DigitalNZ Services and Systems teams) • Reporting on www.digitalnz.org website analytics and working with the DigitalNZ team to learn and develop strategies relating to these • Contributing to user testing of new DigitalNZ services and website changes, and analysing and reporting on the results • Interviewing users and other stakeholders and conducting sector-related research to inform proposed new functionality or website changes • The position works with the Manager DigitalNZ Services to contribute to business and strategy decisions	• Issues and feature requests are reported to the team for inclusion in product backlogs. • DigitalNZ team are kept well informed of usage patterns through effective analytics reporting. • User testing is conducted as needed for new and existing features in concert with the DigitalNZ UX Manager. • Feedback from in-person outreach events is reported for inclusion in product backlogs. • Advice on service strategy is provided to help inform service direction.

What you will do to contribute	As a result we will see
Health and safety (for self) • Work safely and take responsibility for keeping self and colleagues free from harm • Report all incidents and hazards promptly • Know what to do in the event of an emergency • Cooperate in implementing return to work plans	• A safe and healthy workplace for all people using our sites as a place of work. • Health and safety guidelines are followed

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/ lead	Deliver to
Internal	Manager, Digital New Zealand	✓	✓		✓		✓
	Manager, Digital New Zealand Services	✓	✓		✓		✓
	Manager, Digital New Zealand Systems	✓	✓		✓		✓
	Manager, Digital New Zealand Data Systems	✓	✓		✓		✓
	Digital New Zealand Team	✓	✓	✓	✓		✓
	All National Library & DIA Managers and staff	✓	✓		✓		✓
External	All current and potential content partners and their representatives across New Zealand and Internationally	✓	✓	✓	✓		✓
	Staff of other international content aggregators, such as the Digital Public Library of America and Trove	✓	✓	✓	✓		✓
	Users of DigitalNZ.org	✓	✓	✓	✓		✓

Your delegations	
Human Resources and financial delegations	N/A
Direct reports	N/A

Your success profile for this role	What you will bring specifically
At DIA, we have a Capability Framework to help guide our people towards the behaviours and skills needed to be successful. The core success profile for this role is Valued Contributor. **Keys to Success:** • Customer Focus • Continuous improvement • Teamwork and peer relationships • Action oriented • Self-development and learning • Functional and technical skills	**Experience:** • Experience managing online communities such as forums, blogs or other social media applications to build community participation • Experience with some aspect of web management, development, or digital creation that brings some expertise to the role • Proven experience of using content management systems • Experience using communication channels and tools to meet objectives • Experience managing or co-ordinating events

Your success profile for this role	What you will bring specifically
	• Experience of agile project management methodologies • Can demonstrate a positive and engaging attitude that customers, partners, and users will be drawn to • Can demonstrate an interest or passion in making NZ content easier to find, share and use **Knowledge:** • Can demonstrate a deep understanding of online community management and the way in which participation can be encouraged • Can demonstrate relevant knowledge of developers, web development, and of APIs in order to engage effectively with the developer community • Can demonstrate knowledge of usage rights, licensing and copyright issues. **Skills:** • Can write clearly and coherently for a range of audience and over a variety of media • Excellent presentation and facilitation skills • Creativity - can come up with new ideas, turn them into reality and learn from the outcomes • Ability to communicate technical concepts in plain language • Ability to identify and analyse issues, patterns and trends in customer requests & product performance (using Google analytics & other means) • Is organised, flexible and can work effectively in a fast paced, agile, work environment. **Other requirements:** • A university degree or industry experience in a relevant area is expected