Senior Web Advisor

Archives New Zealand, Information and Knowledge Services

The role is responsible for supporting the Service Manager, Online Channels in the delivery and success of Archives New Zealand's online services. The role will provide the technical oversight of Archives New Zealand's corporate website and social media channels.

The position will work with others both inside and outside the Department to ensure Archives New Zealand's online services are effectively delivering high quality user-orientated material, ensure the maintenance and 'health' of Archives New Zealand's online channels.

- **Reporting to**: Service Manager, Online Channels
- **Location:** Wellington
- **Salary range**: Information Technology 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.

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

Te Tari Taiwhenua
Internal Affairs

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.

Spirit of service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

What you will do to contribute	As a result we will see
Product Development and Maintenance • Identify user needs and develop 'user stories' based on user and business needs • Work with others to apply a user-centred design process to the research and prototyping of new features and system improvements • Maintain a prioritised backlog of user stories and bugs • Work closely with the vendor and stakeholders to ensure user stories are delivered successfully and bugs are dealt with appropriately • Ensure accepted stories and bug fixes are deployed successfully and meet acceptance criteria and NZ Govt accessibility standards • Monitor website usage, provide quarterly reports and other ad hoc reports • Contribute to the promotion and development of Archives NZ's websites as effective tools to staff and stakeholders • Help facilitate user research and user testing sessions to ensure Archives NZ's digital channels meet user needs • Ensure that all risks are identified and acted upon in a timely and appropriate manner, taking a proactive role in identifying needs and solutions to emerging issues • Monitor system performance and health of system architecture • Maintain quality of services through managing bugs and issues. • Contribute to developing and implementing the Online Channels Road Map • Using data, ensure the performance of the web platform is optimised and meeting or exceeding KPIs	• Website issues are dealt with appropriately • Website development and maintenance is reported on in an accurate and engaging manner • User needs are discovered with an evidence-based approach, not assumed • Stakeholders are engaged with the site and have faith in its effectiveness • Products are built that reflect high quality and meet the customer needs identified. • Clear, pragmatic and manageable plans are developed for product delivery • Functionality continues to grow and evolve based on evidence of user need and data.

What you will do to contribute	As a result we will see
Content Development and Management **Work with the Senior Content Developer on the following:** • Ensure web content is relevant, up-to-date, and meets required standards • Load content into the CMS as required • Evaluate the effectiveness of web content • Support content development through, copy-editing, proofing web content as required to ensure that published content is high quality, accurate and relevant to end users • Maintain and champion adherence to the NZ Govt accessibility and usability standards •	• Content meets user requirements and is readable, up to date, and is produced for a specific purpose • Content meets the Archives style guide, and NZ Govt accessibility and usability standards •
Social Media • Work with the Senior Content Developer to draft, review, and publish content to Archives NZ's social media channels, and ensure content is effective and engaging • Work with the Senior Content Developer and business stakeholders on developing and delivering upon the social media content calendar • Provide oversight of Archives NZ's social media channels • Monitor social media usage, and provide reports when required	• Archives NZ reaches a broad, diverse audience • Audience is engaged, and learns about what Archives NZ is and does • Social media channels are secure, and responsive to audience enquiries • Content is mapped out in advance and posted on socials in a timely manner
Capability building • Provide leadership, advice, and mentor SME's in the area of content management and user experience • Provide training to staff on CMS when required • Contribute to the development and implementation of best practise methodologies, tools and practices for web development for Archives' online channels.	• Staff are knowledgeable about web trends and best practise • Staff are competent in the usage of the CMS
Strategy • In conjunction with the Service Manager – Online Channels, assist in the ongoing development of the Online Channels Roadmap • Contribute to the organisational Content Strategy and Style guide and Social Media Strategy.	• Archives New Zealand has a clear content strategy and style guide for all online channels including social media • The content strategy and style guide align with the digital roadmap with clear actionable objectives

What you will do to contribute	As a result we will see
Relationship Management • Engage effectively with other groups, in a way that ensures both internal customer needs and those of external parties are understood and met • Work with internal/external technical partners to ensure systems are appropriately provisioned to meet business needs • Act as first point of reference for all system related enquiries; work collaboratively with support teams and stakeholders to address any issues that may arise • Work effectively with staff across Archives NZ, Corporate Communications, Technology Services and Solutions, the National Library and online channels vendor/s • Respond promptly to external enquiries that appear in the publicly facing web administration inbox	• Relationships support the delivery of a robust, high quality digital presence • Members of the public have faith in Archives NZ as an organisation that enables trusted government information
Continuous Improvement • Ensure that a process of continuous review and improvement are inherent throughout all aspects of this position • Draw on knowledge of best practice, advances in technology, and relevant research to develop an informed view of opportunities and challenges to transforming the organisation's websites • Work with DIA security, TSS (Technology Services and Solutions Team) and vendors to ensure that all security risk assessment remediations for online channel platforms are met and implemented. • Plan and manage the successful release of changes on Archives online systems	• Services and products adapt to changing customer needs • Product development is informed by industry best practice • Archives NZ online platforms pose no risk to the DIA infrastructure.
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	Technology Services and Solutions	✓	✓	✓	✓		
	DIA Security team		✓		v		✓
	Other Archives New Zealand teams	✓	✓	✓	✓		✓

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/ lead	Deliver to
	Other Department of Internal Affairs teams		✓				
	National Library (Digital NZ)	✓	✓	✓	✓		✓
	Online channels vendor	✓	✓	✓	✓	✓	
External	Other external partners and customers	✓	✓	✓	✓		✓

Your delegations

Human Resources and financial delegations	Level Z
Direct reports	N/A

Your success profile for this role

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 Specialist.

Keys to Success:
- Problem solving
- Critical thinking
- Interpersonal savvy
- Navigating complexity
- Communicating with influence
- Technical and specialist learning

What you will bring specifically

Experience:
- At least 7 years in a similar role or as an Agile Product Owner
- Demonstrated experience or working in and knowledge of the digital environment with a solid understanding of relevant technology and processes
- Experienced in liaising with developers and other IT staff
- Experience using an Agile Framework a must
- Experience creating user stories and maintaining a product backlog
- Experience using Google Analytics and their application in optimising the performance of a website to an intermediate level
- An understanding of system architecture and networks would be an advantage
- Excellent demonstrated web writing, editing, and proofing experience
- Experience in working with web related publishing tools and software
- Experience maintaining a corporate website

Skills:
- Excellent communication skills
- Excellent organisation skills, accuracy and attention to detail
- Critical thinking and problem-solving skills

Your success profile for this role	What you will bring specifically
	• Systems analysis skills
	• Strong customer service and relationship management skills
	• Training and development skills, to support the capability development of staff
	• High level of computer literacy and familiarity with standard workplace software applications
	• Working knowledge of SEO would be an advantage
	Technical skills in HTML, CSS, and the Adobe suite would be a plus
	• Experience co-ordinating, monitoring, publishing and reporting using a variety of social media platforms, products and tools
	Knowledge:
	• Knowledge of the Government Web Standards, and how they are met Knowledge of web design trends and best practice
	• Experience working on a headless CMS would be an advantage
	• Knowledge of archives and the wider heritage sector would be an advantage
	Other requirements:
	• Relevant tertiary qualification or comparable experience
	• Experience in a digital marketing would be desirable