



# Job description

## Haere mai

This job description is your go-to place for all the ins and outs of this role at Internal Affairs

## Senior Content Developer

### Services and Access, Service, Delivery and Operations (SDO)

The purpose of the Senior Content Developer role is to improve the experience of understanding, accessing and receiving SDO products and services through the thoughtful, considered and effective development of our physical and digital content for both our customers and staff. This includes: working with a range of products and services across the SDO portfolio to ensure that the published content is of high quality, accurate, relevant, useable and accessible for end users; and managing the uploading of content and maintaining the repositories that our content resides in.

The Senior Content Developer also provides technical expertise, leadership and advice to management and mentoring to other team members in relation to the management, design and development of content.

**Reporting to:** Manager Content

- **Location:** Wellington
- **Salary range:** Information Technology H

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### 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.

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### 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.

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## Spirit of service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake 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 hāpori, 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
<p><b>Content Design</b></p> <ul style="list-style-type: none"><li>• Work collaboratively with the Manager Content, providing technical leadership for the development of a content strategy across, and within, each of the portfolio's products</li><li>• Lead large and complex pieces of work and projects involving multiple design components providing direction and oversight of the content design work programme</li><li>• Provide technical leadership on content information architecture, style guides, content usability, search optimisation and content analytics – for both internal and external facing content.</li><li>• Use research, analytics, evidence, user feedback and best practice to develop an understanding of user needs in designing and developing new content, and in analysing existing content to identify and address any gaps</li><li>• Support the optimisation of product content using available metrics e.g. user research, site reports, search terms and analytics</li><li>• Develop, test, edit and publish content – which may include visual design – ensuring it is delivered to agreed timelines, meets content design best practice standards and NZ Government accessibility and usability web standards. Provide guidance on types of content and messaging best suited for various target audiences</li><li>• Engage with managers and staff across the business to ensure that appropriate input is obtained from different stakeholders and that appropriate approvals are obtained for product content</li></ul>	<ul style="list-style-type: none"><li>• Product content is based on solid research and remains accurate, relevant, and current for users</li><li>• All content achieves the plain English standard and the NZ government web standards for usability and accessibility</li><li>• There are clearly understood rules around the ongoing maintenance and/or expiry requirements for content within SDO</li></ul>

What you will do to contribute	As a result we will see
<p><b>User research and usability</b></p> <ul style="list-style-type: none"> <li>• Work with user researchers to develop a program of user research and usability testing for content</li> <li>• Contribute to ongoing iterative rounds of research and testing</li> <li>• Use results from research and testing to inform continuous development and improvement of portfolio product content</li> <li>• Stay informed on trends in content types/formats, diversity of needs, and what is considered best practice in getting the outcomes required</li> </ul>	<ul style="list-style-type: none"> <li>• Content development informed by user research and testing</li> <li>• Improvements that are linked to evidence from user research and testing</li> </ul>
<p><b>Stakeholder and Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain effective working relationships with management, peers and staff across SDO to facilitate the effective design and development of content</li> <li>• Manage content related engagement with SDO business groups</li> <li>• Work effectively with suppliers to support the delivery of well-designed content for SDO print and online resources and the various social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Seen as a trusted and valued partner and advisor to the business</li> <li>• The ability to work seamlessly across teams to deliver for the Department</li> <li>• Effective, positive and productive working relationships established and maintained with stakeholders, suppliers and peers</li> </ul>
<p><b>Capability building</b></p> <ul style="list-style-type: none"> <li>• Provide leadership, advice, and mentor other members of the team</li> <li>• Identify capability gaps and opportunities and provide technical input into the development of initiatives to raise capability across the team</li> <li>• Contribute to the development and implementation of best practice methodologies, tools and practices for content design and development – across both internal and external facing content.</li> </ul>	<ul style="list-style-type: none"> <li>• A capable and effective team delivering high quality content</li> </ul>
<p><b>Health and safety (for self)</b></p> <ul style="list-style-type: none"> <li>• Work safely and take responsibility for keeping self and colleagues free from harm</li> <li>• Report all incidents and hazards promptly</li> <li>• Know what to do in the event of an emergency</li> <li>• Cooperate in implementing return to work plans</li> </ul>	<ul style="list-style-type: none"> <li>• A safe and healthy workplace for all people using our sites as a place of work</li> <li>• Health and safety guidelines are followed</li> </ul>

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Internal	Manager Content	✓	✓	✓	✓		✓
	Content Team members	✓	✓	✓	✓		✓
	Service Advice and Support Team	✓	✓	✓	✓		
	Process Analysts	✓	✓	✓	✓		
	Operational Policy and Official Correspondence Team	✓	✓	✓	✓		
	UX and Service designers	✓	✓	✓	✓		
External	Government agencies and other organisations	✓	✓	✓	✓		
	Suppliers						

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

Your success profile for this role	What you will bring specifically
<p>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 <a href="#">Specialist</a>.</p> <p><b>Keys to Success:</b></p> <ul style="list-style-type: none"> <li>• Problem solving</li> <li>• Critical thinking</li> <li>• Interpersonal savvy</li> <li>• Navigating complexity</li> <li>• Communicating with influence</li> <li>• Technical and specialist learning</li> </ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Extensive experience creating well-designed, accessible and usable content for websites, online and print resources in a government to citizen context</li> <li>• Significant experience in digital content management practices, web standards and their application</li> <li>• Proven experience in using metrics and user feedback to define/refine content</li> <li>• Experience working with and understanding the needs of Māori, Pacific and other ethnic groups</li> <li>• Proven experience in managing relationships across agencies</li> <li>• Experience working in a high-pressure environment</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Strong knowledgeable about trends and best practice content design</li> <li>• Strong knowledge of issues for design of different digital delivery channels</li> <li>• Knowledge of impact on users of different channels, especially for disabled, ESOL and low literacy users</li> </ul>

Your success profile for this role	What you will bring specifically
	<ul style="list-style-type: none"><li>• Web content management</li></ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"><li>• Technical skills in HTML and CMS to diagnose current presentation or functional gaps</li><li>• Technical skills in internal facing knowledge bases - including optimising content for internal knowledge base search and consumption</li><li>• Understanding of Web Accessibility and Usability Standards</li><li>• Ability to simplify complex language and descriptions</li><li>• A high level of analytical, creative, and conceptual thinking skills</li><li>• Collaboration: the ability to work across many stakeholders providing specialist advice to achieve high quality and fit for purpose solutions</li><li>• Good interpersonal and relationship management skills including influencing and convincing</li></ul> <p><b>Other requirements:</b></p> <ul style="list-style-type: none"><li>• Degree level qualification or equivalent knowledge gained through comprehensive experience.</li><li>• Ability to obtain a satisfactory MoJ criminal check and security clearance</li></ul>