



Position Description – Digital Content Advisor

This position reports to: Channels and Content Manager

Career Level: 17

Position purpose:

As a member of the Communications and Engagement Team the Digital Content Advisor will be responsible and accountable for:

- Creating and delivering high-quality, audience-focused content across Selwyn District Council's owned, earned and paid marketing channels, including social media, websites, EDMs, digital advertising, engagement platforms and multimedia formats.
- Leading the development of video and photography assets, implements best practice in content marketing, and produces compelling digital storytelling that drives subscribers, followers, participation and behaviour change across the Selwyn district.
- Ensuring Council's digital content is consistent, accessible, engaging and continuously improving. The role provides specialist creative leadership across video, photography and digital storytelling, supporting integrated delivery across the C&E team.
- This role works in close partnership with the Digital Channels Advisor. Both roles are expected to understand the principles and best practice of each other's discipline and work together to ensure content, channels, audience insights and digital performance support one another. Success comes from combining strong content with effective channels to reach the right audience and achieve the desired outcome.

The key areas of responsibility include;

Digital Content Creation and Storytelling (Owned, Earned & Paid Channels)

- Produce high-quality digital content for all Council marketing channels, including:
 - Social media (owned)
 - Websites and facility sites (owned)
 - EDMs (owned)
 - Digital advertising placements (paid)
 - Media partnerships and third-party platforms (earned/paid)
 - Engagement platforms such as Your Say (owned)
- Create content that supports behaviour change, participation in engagement processes, and awareness of Council services.
- Translate briefs from the Channels and Content Manager and Communication and Engagement Advisors into compelling, audience-appropriate content.
- Ensure content is aligned with Council's tone of voice, brand, accessibility standards and content pillars.
- Develop content that supports proactive storytelling, community engagement and transparent communication.

Video and Photography Leadership

- Lead the development, management and continuous improvement of Council's video and photography assets.
- Capture, edit and produce video content optimised for social media, websites, digital advertising and campaigns.
- Maintain and grow Council's digital asset library, ensuring consistent quality, metadata, storage and accessibility.
- Provide guidance to the wider team on best practice for video, photography and visual storytelling.
- Ensure all visual content is culturally appropriate, inclusive and reflective of Selwyn's communities.

Content Marketing and Channel Optimisation

- Implement best practice in content marketing to grow subscribers, followers and digital engagement across all channels.
- Optimise content for each platform (Facebook, Instagram, LinkedIn, TikTok, websites, EDMs, digital ads).
- Identify opportunities to improve reach, engagement and audience retention.
- Work with the Digital Channels Advisor to ensure content is informed by analytics, insights and user behaviour.
- Support the development of content strategies for major projects, campaigns and engagement activities.

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Collaboration and Workflow

- Work closely with the Channels and Content Manager to deliver planned and reactive content.
- Collaborate with the Social Media Advisor, Digital Channels Advisor and Graphic Designers to ensure integrated delivery.
- Support Communication and Engagement Advisors with content for project-specific communications and engagement.
- Use agreed workflow systems to manage briefs, approvals, deadlines and quality assurance.
- Contribute to the development of templates, guidelines and shared content resources.

Quality, Consistency and Continuous Improvement

- Ensure all digital content meets Council's quality, brand and accessibility standards.
- Provide peer review and support to colleagues to strengthen digital content capability.
- Stay up to date with trends in digital storytelling, social media formats, video production and audience behaviour.
- Identify opportunities to improve content processes, tools and templates.
- Support evaluation of content performance and apply insights to future work.

Scope and Role Boundaries

- Responsible for content creation, video and photography leadership, and content optimisation across owned, earned and paid channels.
- Not responsible for digital channel performance reporting (led by Digital Channels Advisor).
- Not responsible for social media community management (led by Social Media Advisor).
- Works to briefs provided by the Channels and Content Manager and Advisors.
- Escalates risks, sensitive issues or complex content challenges promptly.
- Operates within agreed brand, accessibility and quality standards.

Key Communications and Engagement Team Deliverables and Performance Expectations

- High-quality, engaging digital content that supports Council priorities.
- Increased subscribers, followers and digital participation.
- Consistent, accessible and audience-focused video and photography outputs.
- Well-maintained and organised digital asset library.
- Content that supports behaviour change, engagement and community understanding.
- Contribution to a cohesive, proactive and creative content function.

Values, Wellbeing and Ways of Working

- Act in accordance with Council values and foster a respectful, collaborative team culture.
- Support sustainable workloads through effective planning and communication.
- Raise risks, issues or wellbeing concerns early and constructively.
- Contribute to a culture of learning, improvement and shared accountability for quality.

Direct reports: Nil

Indirect reports: Nil

Deliverables

Big Picture

- Have awareness of strategies, contribute to plans and KPIs for self, team and other teams as required
- Stay up to date with legislation and practices as appropriate to role
- Understand the intent/ethos of local government and the services provided by other parts of the Council
- Stay informed of organisational activities and decisions through being attentive to communications
- Show understanding and commitment to Te Tiriti o Waitangi (The Treaty of Waitangi) principles, know how these Principles are relevant to your work

Performance

- Achieve performance goals and expectations and follow leadership instruction on time and to a high standard consistently
- Report on progress to plan, and against own KPIs
- Take an active role in own goal setting, learning and development
- Correctly and appropriately use technology as required for role, including new technologies
- Contribute to the sustainability efforts and financial position of the Council through the responsible use of resources and equipment
- Comply with all legislation and Council policies

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- Contribute to the sustainability efforts and financial position of the Council through the responsible use of resources and equipment
- Set a positive example for punctuality, attendance and work ethic

People & Culture

- Act in ways that align with and promote Council values
- Be a positive and constructive team member
- Collaborate on cross team/discipline projects and teams as required
- Constructively and successfully adapt to changes
- Take positive actions to keep self and others physically and psychologically safe and well
- Attend, be prepared for and engage constructively in all meetings
- Deliver exceptional customer service consistently (make every interaction count)
- Build effective, sustainable relationships at all levels
- Have consistently positive interactions externally and with Community Boards and Elected Members (as required for role)

Requirements for all staff

- Selwyn District Council honours Te Tiriti o Waitangi. We are committed to working with our Treaty partner to deliver on our obligations under Te Tiriti o Waitangi.
- Take all reasonable and practical steps to ensure the health and safety of yourself and others. Comply with any reasonable health and safety instruction, policy or procedure and ensure that all hazards, risks and incidents are reported using Vault.
- Actively participate in Performance Appraisals and complete a learning plan in conjunction with your manager.
- Maintain a strict sense of professional ethics, maintaining confidentiality and privacy as per the Privacy Act and abiding by Council Policies.
- Be responsible for meeting the provisions of the Public Records Act 2005 (PRA) and the Local Government Official Information and Meetings Act 1987 (LGOIMA) in respect of Council information, and for following related Selwyn District Council policies and processes.

Emergency Management requirements for all Council Staff

- Selwyn District Council has a legislative responsibility to respond to an adverse event occurring within our communities. As such, any staff member may be required to assist the Emergency Management Team respond to such an event. Family circumstances and BAU roles will be taken into account.
Required assistance may include:
- Coordination of emergency services and lifeline providers within the community during a civil defence emergency or adverse event.
- Respond to civil defence emergencies or adverse events wherever possible and if it is safe to do so.
- Participate in any required Civil Defence exercises to ensure that essential services are maintained.

Authorities

- Authorised to commit the Council to a course of action by signing external correspondence within approved delegation levels. For courses of action which will exceed the delegation levels, this must be done in conjunction with your manager.
- Comply with all other relevant sections of the Delegations and Policies manuals and their amendments.

Skills and Experience

Essential	Desirable
• Minimum 7 years' experience in digital content creation, video production or multimedia storytelling. • Proven experience producing content for social media, websites, EDMs and digital advertising. • Strong skills in video editing, photography, scripting and visual storytelling. • Experience applying content marketing principles to grow audiences and engagement. • Ability to tailor content for different platforms and audiences. • Strong writing and editing skills for digital environments. • Ability to work collaboratively in a fast-paced environment. • Understanding of accessibility, brand and tone of voice standards. • Strong understanding of how content, channels, audience behaviour and digital performance work together. • Ability to apply insights from analytics, user experience and audience feedback to improve outcomes. • Ability to work effectively with specialists from adjacent disciplines, providing informed advice, constructive challenge and practical support. • Working knowledge of both content and channel best practice, even where another role holds primary responsibility.	• Experience in local government or public sector. • Skills in animation, motion graphics or advanced editing. • Experience with digital asset management systems. • Knowledge of Te Tiriti o Waitangi and culturally responsive practice.

Key relationships

External	Internal	Committees/groups
Te Taumutu Rūnanga Te Ngāi Tūāhuriri Rūnanga Council customers Selwyn residents External contractors Territorial and Regional Authorities Government Agencies (incl MfE, MBIE, Work safe NZ, Ministry of Justice, Police, ACC) Greater Christchurch Partnership Non-government agencies Unions – Public Service Association	Chief Executive Executive Leadership Team Council staff Mayor Elected Councillors Elected Community Board Members	Committees of Council Business organisations and networks Special interest groups and committees

Education, Qualifications, Memberships

Essential	Desirable
Relevant tertiary qualification such as digital marketing, media, journalism or relevant field and/or equivalent experience.	

Individual Contributor Competencies



Eats problems for breakfast. When faced with a new situation or setback, uses initiative and takes appropriate action.



Does Change Well. Is open-minded about change and prepared to adapt. Moves forward positively and constructively.



Builds Togetherness. Is equally open and friendly with all people, and respectful of individual differences. Works effectively in teams.



Rocks the messaging. Keeps those who need to know 'in the know'. Communicates clearly and appropriately.



Tackles the tough stuff. Prepared to constructively share an opinion and get involved in conversations on challenging matters. Takes ownership of mistakes.



Delivers the goods. Reliable, conscientious, disciplined and organised. Delivers to a manageable high standard consistently.



Brings out the best. Enjoys learning and improving their skills to be the best they can be. Embraces opportunities to identify and address development needs. Recognises and celebrates the achievements of others.



Sets the tone. Can keep functioning and stay calm when under pressure. Is a positive influence in the team.

The information contained in this position description is intended to describe the general nature and level of work being performed. It is not intended to be an exhaustive list of all responsibilities, duties and skills required of the position and incumbent. From time to time it may be necessary to consider changes to the position description in response to the changing nature of our work environment.