

POSITION TITLE:	Web Producer		
GROUP:	Executive Advisory Group	SECTION:	Communications and Engagement
REPORTS TO:	Team Lead Digital Communications and Marketing		
RESPONSIBLE FOR:	NA		
FAMILY:	TS2	GRADE:	14
DATE REVIEWED:	May 2023	JOB NUMBER:	

HBRC STRATEGY

Our Vision:

We want a healthy environment and a resilient and prosperous community.

Our Purpose:

We work with our community to protect and manage the region's precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers' funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

Our Focus:

- **Water quality, safety and climate-resilient security** ~ *Te kounga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

POSITION SUMMARY

The Web Producer will take primary responsibility for maintaining multiple websites, coordinating web page projects and working with team members to ensure that HBRC websites' meet their education, information and public engagement goals. The role will require you to develop engaging and effective web pages; developing and editing content and researching relevant information so that websites are up to date and fit for purpose.

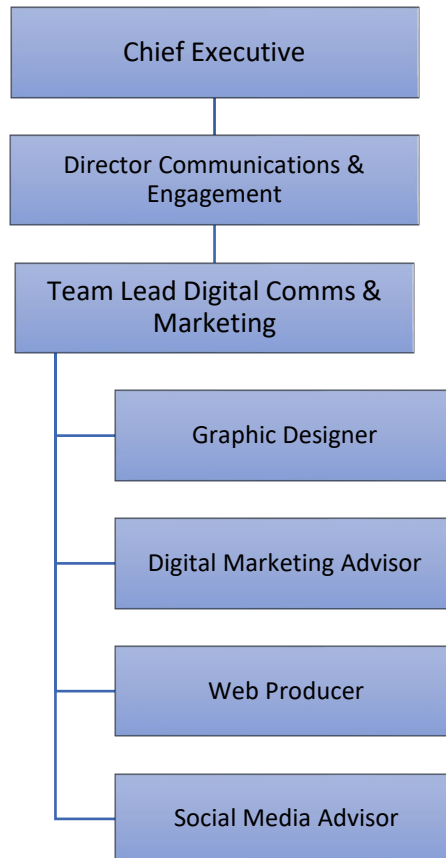
GROUP AND TEAM GOALS:

The Communications & Engagement team provides the following role and functions as part of the Executive Advisory Group:

- Implementing the strategic direction of the Regional Council, reflecting this in delivery channels, including administration, maintenance and management.

- Organisation wide specialist strategic advice on marketing, communication and community engagement (digital and IRL) initiatives, including marketing and communications plans.
- Informing the regional community on issues related to Regional Council work
- Consideration for internal communications that support staff to perform effectively
- Support for Regional Council communication in a professional, consistent manner
- Promotion of environmental awareness and action through education and behaviour change.

ORGANISATIONAL CONTEXT



JOB SPECIFIC ACCOUNTABILITIES

- Oversee the production of online content for 9x websites (including web pages, polls, forms, videos and photography), website development: provide easily actionable web links, QR codes etc. for marketing materials.
- Support the creation of the HBRC Web Strategy in collaboration with the Digital Communications Team Lead.
- Take responsibility for creating and maintaining the content on all of HBRC websites in line with the team's strategy.
- Ensure the effective use of a content management system (CMS - Silver stripe) to manage website content.
- Research and evaluate current best practice and web development methodologies.
- Champion the rebranding of HBRC web platforms ensuring the functionality and design is user focused and innovative.
- Demonstrate cultural awareness in both design and development of web features.
- Represent HBRC as part of the Shared Service Regional Web Team to leverage opportunities where possible.
- Write, edit, and proofread web content for accuracy, clarity, and style.
- Ensure that web materials make complex technical and scientific information easily digestible for the target audience.
- Ensure web experiences for users are seamless.

- Report on the websites' performance to the organisation.
- Continuously work to find means for improvement to website functionality and traffic numbers.
- Create concepts and visually appealing web design solutions that are fit for purpose.
- Coordinate with project managers and page owners across Council to ensure the workflow, documentation, and design standards are being upheld.
- Be an actively contributing member of the Communications and Engagement team.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Managers
- Executive Team
- Team members

External

- Consultants and contractors
- Government agencies and departments
- Local authorities
- Technical and legal professionals
- Iwi and other community groups
- Members of our community

COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of strategic goals for HBRC. We know we can't achieve change without the people (our community) outside our business. As expressed under our purpose statement, "working with our community" is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

This means:

- Professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved.
- Customers are satisfied with responses to written or verbal requests for information.

CONTINUOUS IMPROVEMENT

All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager.
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your manager.
- Showing a strong team commitment, as indicated by peer feedback and your manager's assessment.
- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.
- Comply with the COVID-19 Public Health Response (Vaccinations) Order 2021.

EMERGENCY MANAGEMENT

When a Civil Defence event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities after providing required support for your family and dependants. All HBRC staff are expected to undertake such Emergency Management functions as are determined appropriate to meet HBRC's role and function in this area. This means:

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness in HBRC.
- Responding to such requests to assume an emergency management role as are required by events.
- Understanding the contents of the relevant section of the Business Continuity Plan (BCP) and its implications for your role.
- Where the requirements of the role require it, review the relevance of the BCP for your team, section or Group on a regular basis.

PERSON SPECIFICATION

Minimum Qualifications and Experience required

- Relevant qualification to under-graduate level
- Minimum of three years of experience in a similar role/relevant position
- Proven work experience as a web producer or similar role
- Valid driver's licence required

Knowledge and skills

The following indicates what would typically be expected for this role at a competent level:

- Excellent digital awareness, effective communication skills, experience as a digital content manager, and someone who can develop engaging and effective web pages.
- Experience with and knowledge of HTML, CSS, SEO, web analytics tools, responsive web design, cybersecurity principles, and a basic understanding of coding languages such as JavaScript
- Excellent attention to detail with the ability to work well, at times, under pressure.
- Comfortable with analytics for web (GA4 or similar) as well as social media, video and other platforms. You will be creating dashboards and ad-hoc reports, reporting on digital performance to the organisation and to specialist subject matter experts within.
- Working with the Digital Team Lead to take briefs from internal clients and foster relationships with them - ensure all clients are updated on the delivery of digital campaigns
- Identify any issues and resolve them in a timely manner
- Outstanding communication and interpersonal skills.
- Must be able to manage multiple projects simultaneously.
- Photography and videography, social media content creation and writing skills would be advantageous.

- Sound understanding of tikanga Māori and Māori values and an appreciation as to how they relate to the work of the Regional Council

Personal Attributes

- Sound judgement and initiative.
- Ability to create harmony in a team.
- Ability to anticipate change, remain flexible and be innovative.
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels
- A high level of courtesy and listening skills.

Awareness

- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.

CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.

Employee Signature

Date

Printed Name