Role Description – Digital Marketing Specialist

Role title
Digital Marketing Specialist

Project team
Marketing and Communications

Responsible to
Marketing Manager

Responsible for
No direct reports

Liaison with
Internal staff
External suppliers and contractors
Users of CORE Education products and services

Purpose of the role
To manage the digital and website experience for CORE's content and communications on behalf of CORE Education as agreed by the business.

Company profile
See www.core-ed.org for current information.

Personal dispositions and values which align with CORE

● Future oriented and committed to CORE's vision for an equitable and thriving Aotearoa through learning.
● Collaborative, connected, and whānau focused.
● Principled and ethical with a high level of integrity.
● Is a self starter and flexible.
● Models principles and practice of Tātai Aho Rau and CORE's values – manaakitanga, whanaungatanga, wairuatanga, and kaitiakitanga.
● Underpins all practice with culturally responsible behaviours and attitudes including a commitment to Te Tiriti o Waitangi through CORE's Te Aho Tapu lens.
● Life-long learner, with a commitment to ongoing professional and personal development including in mātauranga Māori.

Personal profile, experience and skills required

● Minimum 4 years at an intermediate level working in digital marketing, social media and websites.
● A university degree or equivalent tertiary qualification in a marketing related field.
● Highly creative and technically adept to develop and execute the end-to-end digital experience, leading customers to, and optimising the experience of, our website.
● Work closely with team members to execute and recommend the best way to optimise content on digital channels.
● Sound understanding and experience in a range of systems, tools and channels such as social media, SEO/SEM, Google suite (such as Ads, Analytics, Tag Manager, My Business), online advertising, and CMS (Silverstripe).
● Ability to interpret and analyse data to inform strategic decisions.
● Ability to work in a culturally responsive manner is a requirement.
● Strong communication skills and commitment to working collaboratively with a range of diverse stakeholders.
Strong organisational and effective project management skills with limited supervision.

**Key responsibilities**

- Lead the execution of content and communications across multiple digital platforms to meet the marketing and campaign goals.
- Place content on the CORE website to ensure visibility and effectiveness in lead generation.
- Work collaboratively and effectively with the marketing team, building strong relationships and providing advice and guidance to ensure the end-to-end digital experiences are well-designed and effective.
- Develop a digital marketing plan to support the content and communications, including:
  - Collaborating with internal stakeholders to create the plan
  - Executing the plan – uploading, managing and monitoring the content across digital channels
  - Ensuring the content is optimised throughout channels and platforms
  - Providing guidance and support to marketing and communications coordinators to assist with execution of the plan
  - Provide reports and dashboards of data and insights
- Overseeing and managing data and insights to inform the marketing, company and campaign strategies.
- Ensure CORE’s brand guidelines are adhered to at all times and the brand is consistent across digital channels.

**Generic tasks**

- Take part in the wider life of CORE as an organisation including conferences and events as needed.
- Participate in personal professional development offered by CORE as required.
- Contribute to the process of proposal writing, when required and relevant to your role.
- Maintain accurate, complete and timely work records using CORE’s agreed tools and processes.
- Comply with CORE’s frameworks and policies and procedures.

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**Role description approved and signed-off by role holder**

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Signature  
Date