A High Performing Business that Cares.

**Position Description**

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| **Position Title:** | Digital Content Coordinator |
| **Reports to:** | Digital Manager |
| **Date Prepared:** | September 2024 |
| **Position Purpose**  *(describe overview of the role)* | Own the accuracy and timeliness of all customer facing data and content across Burger King digital channels, including but not limited to the BK app, website, kiosks, delivery partner platforms and digital menuboards. Assist in the development and ongoing compliance of digital content management processes.  Support the marketing team and wider business to execute marketing campaigns via digital channels, and ongoing projects related to the evolution of Burger King NZ’s (BKNZ) digital capabilities. |
| **Key Responsibilities**  *(list key accountabilities here including impact on strategy, core duties, legislation, training etc)* | Support the Marketing Team to drive profitable sales through the successful execution of digital marketing activity, projects and initiatives.  Responsible for the administration of customer facing data and BKNZ’s digital systems.  Ensuring any new products or changes to product information made by the business in restaurant are rolled out to all digital channels in a timely manner.  Configuring and scheduling content for web, app, and kiosk.  Liaising closely with the IT team ensuring correct core product information in all Burger Kings digital systems.  Configuring promotions for BKNZ’s digital channels in line with the Marketing Calendar.  Work with the Digital Manager & Digital Specialist to ensure smooth operation and functionality and continuous improvement of BKNZ’s Digital Systems.  Document content management processes and tasks, ensuring they are easily understood and available to all members of the Marketing Team if required.  Assist the Digital Team and wider team to act as marketing leads during roll-out of relevant digital platforms and initiatives  Responsible to ensure cross functional teams are well informed of content updates, timelines and relevant processes that require their input.  Assist with customer enquiries relating to BKNZ digital platform issues  Keep abreast of competitor activity across digital channels  Develop strong working relationships with all internal and external customers including digital partners, marketing agencies, BK Asia Pacific team, BKNZ RSC team and BK restaurant teams  Ensure all the visual identity of all digital platforms adheres to global brand guidelines  Participate and contribute to relevant ad hoc business projects as they arise. |
| **Workplace Safety** | Role model safe work practices and contribute towards ensuring the workplace is a safe and healthy environment for yourself and others.  Raise any issues or concerns around safety to your manager or health and safety advisor, elevating if appropriate. |
| **BK Compass** | Live the BK Compass values by demonstrating them in your day to day behaviours.  Display an effective active commitment to own personal development by actively seeking out opportunities for growth and development. Know what’s going on in the business and feel genuinely engaged. |
| **Other** | Complete any other relevant duties as directed. |
| **Competency Profile** | **Description** |
| **Communicate effectively and candidly** | Demonstrates strong two-way communication skills. Conveys information and ideas in an open, articulate & timely manner. Considers cultural differences and others’ perspectives when communicating. |
| **Puts the Customer First** | Strives to deliver high quality products and superior service that exceeds the expectations of our internal & external customers. |
| **Leads Change & Innovation** | Identifies the changing needs of our customers, employees & system and successfully supports the Digital Manager to deliver innovation that improves the business. |
| **Builds & Leverages Talent** | Builds the quality of Antares diverse employee base by helping others develop & grow and supporting diversity of thought & perspective. |
| **Plans & Acts Strategically** | Supports the Digital Manger to develop a clear & compelling vision, strategy or action plan that is aligned with the business goals. |
| **Achieves through Teamwork** | Works cooperatively as a member of a team & is committed to the overall team objectives rather than their own interests. Is open to others’ diverse ideas & leverages the teams’ differences to achieve results. |
| **Leads through Influence** | Positively influences others & collaborates in ways that inspire others to take action or change perspective. |
| **Executes for Results** | Relentlessly pursues the achievement of goals & sustained profitable growth while upholding the highest possible standards of fairness, honesty & integrity. |
| **Experience** |  |
| *(list minimum essential and preferred education requirements, work experience, skills)* | Preferred minimum of 6 Months experience in a similar role, within a busy Marketing team.  Relevant qualification  Data entry experience.  Strong attention to detail is absolutely crucial in this role.  Strong written skills and the ability to spot and correct errors.  The ability to prioritise your workload and meet tight deadlines.  Confidence to take ownership of the end to end process of managing digital product content within our business.  The ability to learn and pick up new digital systems quickly.  User acceptance testing experience and experience dealing with external agencies would be a plus.  A positive can-do attitude and a willingness to learn. |