New Zealand
School Property Agency

Job description

Online Content and Channels Lead

Business Group	School Property
Location	Wellington
Delegations	Nil
Direct reports	Nil
Reports to	Manager, Communications and Engagement
Salary Band	A8 - $101,296 - $122,490. Appointment offers are determined based on the successful candidate's relevant experience, demonstrated technical capability, skills, and alignment with the requirements of the role with opportunities for progression through the salary band over time.

We build, maintain, and manage New Zealand's school property infrastructure so children and young people can learn and thrive.

NZ School Property Agency

Established in October 2026 as a standalone Crown entity, the New Zealand School Property Agency (NZSPA) manages New Zealand's school property portfolio on behalf of the Government.

We build, maintain, and oversee school property infrastructure to ensure schools have safe, fit-for-purpose learning environments.

Our priorities

- Deliver better value for taxpayers' money.

- Improve the agency's service to schools.
- Provide greater transparency on planning and school entitlements.

For more information about NZSPA, visit our website: www.schoolproperty.govt.nz.

Role Purpose and Responsibilities

The Online Content and Channels Lead is responsible for the daily management, maintenance, and optimisation of NZSPA's digital channels, including the website, social media platforms, and e-newsletters.

The role leads the delivery of accessible, customer-focused, and high-quality digital content that supports organisational priorities, strengthens stakeholder engagement, and enhances the customer experience across all online channels.

The Online Content and Channels Lead provides expert advice on digital communications, content strategy, audience engagement, and channel development while ensuring all online content aligns with NZSPA's brand, strategic objectives, and relevant government accessibility standards. This role supports the Manager, Communications and Engagement with analysis and insights which can be used to inform decision-making and communication approaches.

Key responsibilities include:

1) NZSPA websites

- Day-to-day management of the corporate NZSPA website and any other NZSPA websites, and liaising with NZSPA's Digital team to ensure technical issues are identified and resolved swiftly
- Hold the day-to-day relationship with our web design and development partner
- Load and publish web content using the Silverstripe content management system (CMS)
- Ensure website content is accurate, current, branded appropriately, and aligned with organisational priorities
- Write and edit plain language web content for NZSPA websites and provide advice on digital communications
- Ensure NZSPA complies with New Zealand Government web standards for accessibility and usability
- Advise on trends and opportunities to improve website design, function, and engagement
- Provide regular analytics on website performance and use.

2) Social media

- Lead NZSPA's social media presence, including identifying opportunities to share content with our customers and stakeholders
- Ensure social media content supports delivery of NZSPA's Communications and Engagement Strategy
- Promote an audience-centred approach to content creation and channel management
- Use analytics and audience insights to share with the team to improve communication and engagement.

3) Stakeholder e-newsletters

- Ensure content is appropriate for online channels and can be accessed across multiple formats
- Ensure online distribution channels are fit for purpose
- Provide analytics on internal and external e-newsletters as needed.

4) Digital communications during an incident or emergency

- Contribute to NZSPA's operational response during incidents, issues, or emergencies through the delivery of timely and effective digital communications
- Ensure approved information is published swiftly and prominently on NZSPA's website and other online channels as needed
- Liaise as appropriate with counterparts in other agencies such as Ministry of Education
- Provide advice on audience reach for various digital channels
- Provide analytics on performance of digital channels during an emergency

5) Other activities including:

- Flag issues to the Manager Communications and Engagement which require urgent attention or pose a reputational risk
- Coordinate and manage content publishing schedules across digital platforms
- In discussion with the Manager Communications and Engagement, identify and train back-up staff members for website publishing
- Develop an online content plan as part of NZSPA's broader channels strategy
- Ensure your technical knowledge and understanding of digital/website best practice remains current, and identify areas for further professional development

- Carrying out other digital communication tasks or projects as requested by the Manager Communications and Engagement.

You will make decisions in accordance with NZSPA's policies and delegations' framework at all times and in all decisions.

Knowledge, Skills and Professional Experience

- Significant experience in digital communications, including website, online content and channel management
- Experience developing and publishing accessible, plain language content for websites and social media
- Experience with the Silverstripe content management system (CMS) or similar
- Knowledge of website design principles, information architecture, and user experience
- Strong analytical capability and experience using digital analytics to provide advice and information decisions
- Experience in providing best practice advice to senior leaders
- Demonstrated ability to build relationships and work collaboratively with colleagues and teams across the business, including with NZSPA 's IT/digital technical teams
- Ability to manage competing priorities within tight timeframes and ensure manager has good visibility of emerging issues or workload pressures.

Equal Opportunity Statement

NZSPA is an equal opportunity employer committed to fostering a diverse, inclusive, and respectful workplace. We believe that diversity of backgrounds, experiences, and perspectives strengthens our organization and drives innovation. All employment decisions are based on business needs, job requirements, and individual qualifications, and we strive to ensure a fair and equitable recruitment and employment process.

Delegations and other legal requirements

Financial Delegations: Nil

People Delegation: No

Security Clearance and Police Vetting: Police re/vetting in accordance with NZSPA requirements.

Approvals

Date Reviewed and Approved	
Approved By	