



# NZEI TE RIU ROA

**Digital Journey Specialist**  
**Te Whanganui-a-Tara (Wellington) preferred but location negotiable.**  
**Fixed term till December 2023**

## About NZEI Te Riu Roa

NZEI Te Riu Roa is a dynamic and innovative organisation that represents the professional and industrial interests of 47,000 primary and early childhood teachers, specialist education and advisory staff, early childhood, and school support staff. We are committed to providing high quality education and are focused on protecting and promoting the industrial and professional interests of our members.

NZEI Te Riu Roa is committed to the Treaty of Waitangi 'Te Tiriti o Waitangi', and to maximising the contribution that our union and educators can make to a decent society for all New Zealanders.

The mission of the organisation is to be the most powerful education union on New Zealand. We seek to achieve this by leveraging our professional and industrial capacity to lead, and advocate for quality public education in Aotearoa New Zealand.

## Position Purpose

The Digital Journey Specialist will take the lead in developing and maintaining digital journeys for members, supporters and recruitment leads, introducing and maintaining digital tools, and embedding digital organising practice throughout the organisation. The purpose of digital organising is to build member engagement with other members and to grow their participation in the work of the union so that they experience personal agency and the power of collective action to win positive change for everyone working in education.

This role is part of the Digital Organising team time that is leading the union through large-scale digital transformation, including the implementation of a new CRM and a shift to greater use of digital campaigning, and organising tools to enable our members to win. The Digital Journey Specialist will play a central role in the customisation and implementation of our new CRM in 2022 by embedding member journeys into core build.

This is a hands-on technical role for someone with proven experience in digital journeys. You may have a customer engagement or digital marketing background and be keen to apply your experience to the union movement. We're looking for someone with technical capability with marketing automation systems to help unlock our capabilities and drive member participation and engagement.

## Key Responsibilities and performance expectations

### Developing and maintaining journeys that support organising outcomes

- Map, build and maintain organising journeys for members, supporters and recruitment leads by linking our current digital tools (Higher Logic, ControlShift, our membership system, and various third-party form builders, survey tools and video meeting platforms) with offline organising practice.





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- Support the scoping, customisation and implementation of the new CRM, and integrations including Higher Logic to ensure it enables data integration across tools and supports logical journeys of engagement for our members.
- Experience in copy writing and to create consistent and targeted messages to different audiences and that lead to recipients taking action and/or joining NZEI Te Riu Roa
- Capability with conversion optimisation tools (e.g. Google Analytics)
- Plan, document, and implement journeys to achieve campaign or organising goals more efficiently.
- Use data according to organisation privacy policies
- Proactively contribute ideas and develop tests to improve engagement journeys
- Find innovative ways to integrate digital tools

## **Educating, building capacity, and embedding practice**

- Work with the digital organising team to embed digital journey thinking and building digital capacity across the organisation. This involves upskilling and coaching others across the organisation to use digital tools effectively and connect online to offline organising.
- Work with the Director of Communications and the communications team to and develop engagement strategies around communications tactics.
- Identify and coach digital leaders to lead change processes and support training to all staff with varying skills and priorities.
- Work with the Director of Organising, lead organisers and field teams to integrate digital journeys into field organising practice.
- Work with the Director of Campaigns and the campaign team to build journey thinking and practice into campaign design.
- Work to understand field and campaign goals and priorities and offer solutions
- Being the go-to specialist for advice and implementation on digital journeys and engagement.

## **Monitoring, analysis and improvement**

- Proactively monitor and report on the performance of our journeys, sign up forms and digital interactions and suggest areas for improvement.
- Run tests and work with others to implement improvements across the campaign, communications, and organising teams.
- Research and stay up to date with digital engagement best practice.

## **Work collaboratively & effectively with others**

- Work collaboratively with the digital organising team to implement a digital organising strategy.
- Communicate with empathy, understanding, and care for others.
- Work effectively as part of a team.

**Undertake any other duties consistent with the overall purpose of the position as determined by the Digital Lead.**





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## Key Relationships

- Digital Organising Team (Managed by Digital Lead, plus the CRM Manager and Outbound Call Centre)
- Director of Communications and other communications team members
- Director of Campaigns and other campaigns team members
- Director of Organising, lead organisers and field teams
- General Manager of Operations
- Membership team

## Tūmanako

**The appointee will also have the following skills and attributes;**

- High level of technical skill using digital engagement, marketing, and CRM tools
- Demonstrated ability to coach others with understanding and empathy
- Ability to understand, analyse and solve complex problems
- Capacity to contribute to strategic planning
- A commitment to Te Tiriti o Waitangi and embedding this across the work
- Demonstrated commitment to the principles and objectives of the union movement
- An understanding of and a commitment to the principles of organising
- Excellent communication skills including copy writing
- An ability to work effectively as a member of a team
- Demonstrated ability to work effectively under time and other pressure

## Uara

### **Professionalism**

- Respect for other people, their ideas and their culture and beliefs
- Quality results through high standards and learning from experience and feedback
- Can be counted on, personal and organisational integrity

### **Relationships**

- Being open, honest and transparent – working with candour and sincerity
- Working collaboratively towards common goals
- Building relationship and networks

### **Innovation**

- Using alternative thinking to find solutions
- Being creative and smart
- Growing the organisation through an environment of learning

### **Commitment**

- Understanding of and belief in our mission
- Working with energy and flexibility – “owning it”
- Having pride in what we do, and the determination to do it well

