

Job Title:	Digital Performance Lead – Device Technologies Group Companies
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Department/ Business Unit:	Marketing & Digital	Reports to:	Head of Digital
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Job Purpose

- This role exists to support Device Technologies Group companies with their customer facing digital assets, helping to drive best practice and act as a Subject Matter Expert (SME) in Digital and Performance, specifically as it relates to website conversions, content, SEO and paid content, and all aspects of website performance.

Reporting/Working Relationships

- The position reports to the Head of Digital
- The position requires cross-functional working relationships within the Marketing and Digital Group, Group Company stakeholders and Business Managers, Regulatory Affairs, and relevant Operational teams.

Key Responsibilities

Group Company Digital Solution Performance

- Support Device Technologies Group company websites and digital solutions performance, through recommendations and support on UX/UI, SEO, paid content, Ecommerce, automation, CRM, campaign management and Ecommerce.
- Where there is an approved website feature optimisation, this role will act as a key contact in defining requirements, working with the business, design and development teams to deliver updated features and functions across the various DT Group websites, including third party agency and stakeholder management where required.

Digital project delivery

- Where there is a sponsored project involving Device Technologies Group digital assets, that is delivered through the Project Management Office (PMO), this role will be play a key role as SME for Digital elements of the project, and deliver required outputs to contribute to the overall success of the project.

Centralised agency management

- For paid performance channels across SEO, SEM, Paid Social and Content, where a third part agency is used, this role will be the primary contact with the performance agency, including but not limited to development of briefing and

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requirements, stakeholder sign-off, reporting and ROI, administration and delivery support.

Support for Group Platform administration

- Maintain a level of working technical knowledge of the function and structure of supported Content Management Systems (CMS), including but not limited to Shopify and Wordpress. This role will act as a back up to primary content management team.
- Support and perform User Acceptance Testing (UAT) where required, prior to feature or function releases.
- Maintain website back end platform access and administration, including user management, subscription management and vendor management.

Stakeholder Management

- Collaborate with Business Stakeholders to drive website performance, including both Business and Support teams, such as Business Managers, UX/UI Design, IT and development teams, Marketing support and more.

Analytics, Reporting and Insights

- Lead or provide support for monitoring, reporting, and developing insights across a range of digital properties.
- Develop and implement performance dashboards and reporting systems, using tools such as PowerBI, Google Analytics and Looker Studio.
- Prepare periodical and ad hoc performance reports for digital properties where required.

Quality and Safety Requirements and Responsibilities

- Comply with Quality System requirements;
- Take reasonable care for your own health and safety and do not negatively affect the health and safety of others. Comply with any instructions and follow any policy, procedure or work instruction relating to health and safety at the workplace that has been notified to you;
- To ensure compliance with applicable legislation, customer requirements and given the exposure risk to the business, it is a requirement of this role that you maintain any appropriate vaccinations and background checks as appropriate.
- Conduct all activities and duties as part of this role in full accordance with company policies, procedures, and values.

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- Understand and adhere with Principals' applicable compliance, code of conduct policies and procedures;
- Understand and adhere with MTAA &/or MTNZ Code of Conduct.

Selection Criteria**Essential**

- Understanding of Device Technologies policies and procedures including any vaccination and background checks in line with your role and responsibilities.
- Minimum 5 years relevant digital experience in a similar Digitally focussed role
- Exposure to and experience with enterprise-level CMS, PIM, DAM and CRM platforms, and web analytics, including Google Analytics and Looker Studio.
- Competent working knowledge of ecommerce platforms (eg Shopify) and best practice principles.
- Demonstrated experience working on website development projects within a team environment.
- Understanding and working knowledge of SEO principles
- Experience with QA and test case creation and management of test suites (desirable)
- Strong data and analytics skills
- Confident communicator with stakeholder management experience with the ability to influence decisions.
- Comfortable with ambiguity and the resourcefulness to develop sound action plans.