

Position description



Title Digital Content Executive	Reports to Digital Content Platform Manager
Division Digital	Department Marketing
Location Auckland	Last updated April 2025

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Role purpose

This is a hands-on, end-to-end role within a fast-paced project team, responsible for delivering all MyLotto web and app content in a new headless CMS ready for launch. Working across new content creation and migration, you will partner closely with UX/UI to shape page wireframes, develop clear and compelling copy, and define creative assets needed. You will write design/creative briefs, incorporate SEO/GEO input and best practice, coordinate reviews and approvals, and then build, QA and publish pages in the CMS. With a large volume of pages to deliver, you will bring strong organisation, attention to detail, and the ability to keep work moving at pace while maintaining quality and consistency.

What you will focus on

Web and App Content Creation

- Partner with UX/UI to translate requirements into page wireframes and content structure (templates, components, page hierarchy and user journeys).
- Create, rewrite and migrate web/app copy (headlines, body copy, CTAs, microcopy) that is clear, consistent, on-brand and aligned to the wireframes.
- Write design/creative briefs and coordinate required creative assets (e.g., imagery, banners, icons) with brand and design, providing content context and acceptance criteria.
- Apply SEO/GEO best practice to page builds (keyword intent, metadata, headings, internal linking, image alt text, structured content), incorporating input from SEO specialists where required.
- Build and configure pages in the headless CMS using approved templates/components (including content entry, taxonomy/tagging, redirects where applicable, and basic formatting/HTML as needed).
- QA content and page builds prior to release (links, formatting, responsive behaviour, content accuracy, accessibility basics, SEO elements) and resolve defects/issues.
- Manage the review and approval workflow end-to-end (SMEs, legal/compliance, brand, product), tracking feedback, version control and sign-off for each page.
- Publish pages to agreed timelines, coordinate release readiness with the project team, and support post-launch fixes/optimisation as required.
- Maintain the content delivery plan for a high-volume programme of work (c. 800 pages), keeping status visible, risks/issues escalated, and throughput high without compromising quality.

CMS Set Up and Management

- Set up and maintain page structures in the CMS (Contentful), using approved templates/components and ensuring consistent information architecture across the site.
 - Apply a standard page-build checklist to every page to confirm required elements are in place (e.g., SEO fields, accessibility basics, tracking requirements, design system components).
 - Partner with the SEO agency to confirm keyword intent and targeting (including GEO considerations) and apply/validate SEO best practice within the CMS (page titles, meta descriptions, headings, canonical/URL rules where applicable, internal linking and alt text), escalating gaps or conflicts for resolution.
 - Implement analytics and tracking requirements on page builds (e.g., GA event specifications, campaign parameters, content grouping), and coordinate with analytics/engineering to confirm tracking is firing as intended.
 - Manage Contentful tagging and taxonomy so content is consistently categorised, searchable and reusable (e.g., content types, tags, categories), maintaining naming conventions and documentation.
 - Ensure page builds adhere to the agreed design system (components, spacing, typography and content patterns), raising gaps where the CMS/components don't support the intended experience.
 - Publish via the CMS workflow (draft, review, approvals, scheduled release), maintaining version control, audit trail and clear ownership for updates.
 - Create and maintain practical CMS documentation (how-to guides, page-build checklist, taxonomy rules) to support consistent ways of working and enable others to self-serve.
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Analytics and Reporting

- Use Google Analytics to support decisioning on page layout or content

Ways of Working (Agile Delivery)

- Operate as part of an agile delivery team, actively participating in stand-ups, planning, showcases/demos, retrospectives and other project ceremonies.
- Keep work transparent and on track by managing your backlog and maintaining Jira tickets (clear descriptions, estimates where required, status updates, dependencies and due dates).
- Proactively engage SMEs and stakeholders to gather requirements, source information, validate accuracy and resolve gaps needed to create or migrate content.
- Present content and page outputs to stakeholders and cross-functional teams (e.g., UX/UI, product, compliance, delivery) to gain alignment, feedback and approval.
- Communicate progress, risks and blockers early, and collaborate to remove impediments to maintain delivery pace and quality.

Other

- Any other duties as reasonably required by your manager or other key stakeholders.
- Ensure all company policies, procedures and guidelines are followed and adhered to.
- Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
- Lotto NZ's purpose is to provide safe gaming that allows New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and decision making, through adhering to all Lotto NZ responsible gaming processes and policies.
- Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
- Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.

Your skills and experience

Technical skills

- Strong hands-on experience with content management systems, ideally Contentful or another headless CMS (content modelling, page assembly, publishing workflows).
 - Experience managing structured content (taxonomy, tagging, content types) so content is organised, reusable, and easy for teams to maintain.
 - Working knowledge of HTML/CSS and how content, components and templates render across responsive breakpoints.
 - Strong understanding of SEO fundamentals (incl. GEO considerations) and experience using SEO tools (e.g., SEMrush,
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Ahrefs), collaborating with an agency/partner to confirm keyword targeting and on-page implementation.

- Experience with GA4 and digital measurement basics (tracking requirements, event specs, QA/validation) and ability to interpret performance to inform improvements.
- Strong digital copywriting capability
- Detail-oriented and process-driven; able to create and maintain documentation, checklists, and taxonomy/tagging conventions that others can follow.
- Strong QA mindset and attention to detail across high-volume content delivery (links, formatting, accessibility basics, metadata, responsive behaviour).
- Strong stakeholder communication skills (briefing, presenting, incorporating feedback) and ability to work effectively with UX/UI, delivery, and compliance teams.
- Figma design, Adobe Photoshop or InDesign would be advantageous

Experience

- 2-3+ years' experience in a comparable digital content role (web/app), ideally within a transformation, rebuild or migration programme.
- Experience using web analytics (GA4) to QA tracking and interpret performance, with the ability to turn insights into practical content improvements.
- Proven experience building and publishing pages in a CMS, including working with templates/components, workflow approvals, and basic HTML/CSS where required.
- Strong communication skills with confidence presenting work, gathering inputs from SMEs, and incorporating feedback through to final approval.
- Problem-solving skills to diagnose and resolve content/CMS issues (or work with delivery/engineering to unblock), while maintaining quality and timelines.
- Experience partnering with UX/UI on wireframes and content structure, and translating requirements into clear, usable page content.
- Experience working in agile delivery teams, including using Jira to manage work, participating in ceremonies, and delivering to sprint/project timelines.

Qualifications

- A relevant tertiary qualification or equivalent experience

Authorities

People responsibilities:	0 people
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Signature authority of:	\$0
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