

Digital Experience Manager

The Digital Experience Manager leads the team responsible for the end-to-end operational delivery, efficiency and optimisation of digital content across New Zealand Rugby (NZR) brands, with a priority focus on the All Blacks and Black Ferns. This role is accountable for ensuring world-class creative content and storytelling are delivered at pace, at scale and with consistency across all brand-owned digital channels. The role also leads the creation and implementation of our digital strategy across all of our brands in shaping how our fans experience our activity.

Working in close partnership with the Creative Director – Digital Content, this role ensures content reaches the widest and most engaged global audience. It oversees the planning, distribution and optimisation of content, and provides actionable digital and audience insights to the Creative Content and Marketing teams to deliver high impact campaigns.

The role oversees the team managing NZR’s digital eco-system – including social media, websites, apps, email and emerging platforms - ensuring content is planned and delivered with operational excellence, optimised for platform performance and aligned with commercial and strategic business objectives. In addition, the role is responsible for identifying, selling and delivering new digital media opportunities to commercial partners, ensuring the successful activation of those commercial rights across all relevant digital channels.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Brand & Marketing	GM Brand & Marketing	Permanent / Full Time	3	4
Key Stakeholder Groups Internal: NZR staff, Super Rugby Teams, Provincial Unions, SANZAAR, World Rugby External: Commercial Partners and Charities, NZRPA and Player Agents, Agencies/Suppliers, Fans, International Rugby Unions					

What You Do

Digital Operations Strategy and Audience Growth

- Develop, execute and optimise the digital channel strategy to grow the All Blacks and Black Ferns global fan base.
- Source and provide audience insights, platform trends and performance data to inform distribution plans and optimise content reach.

- Source and provide audience insights, platform trends and performance data to inform content distribution, campaign planning and creative development across Digital, Creative Content and Marketing teams.
- Oversee and manage digital marketing budgets across all NZR digital channels, ensuring efficient spend, optimisation and delivery against performance targets.
- Work alongside the team to manage Allblacks.com website content, ensuring it remains current, optimised and aligned to key moments, supported by a clear and effective content pipeline.
- Work with direct reports to manage the NZR CDP, ensuring strategies to enrich customer data, improve audience segmentation and build customer lifetime values.

Digital Content Operations

- Build and implement a best-in-class digital go-to-market process enabling the Marketing, Communications and Partnerships teams to efficiently execute campaigns and activity across digital channels.
- Own the scheduling, publishing and optimisation of content across all digital channels – YouTube, YouTube Shorts, Meta, Tik Tok, website, app, paid digital media, search and future channels such as mobile push notifications. This includes both long form content across YouTube and All Blacks website and short form content across digital channels.
- Ensure content is tailored to platform specific behaviours and delivered at pace.
- Partner with the Creative Director and Marketing teams to align digital plans with major campaigns, commercial commitments and key events.
- Ensure the delivery and fulfilment of commercial partner digital rights including brand content placements, brand digital integrations, paid amplification and reporting.
- Lead community management operations to drive audience engagement and meaningful one-to-one interactions across digital channels.

Paid Digital Media Content Implementation

- Own briefing and implementation of paid digital media schedules to support All Blacks and Black Ferns Content Series across owned and third-party channels with agency support.

Planning and Resource Management

- Own capacity planning and resourcing across the team to support efficient and sustainable delivery.
- Prioritise work based on strategic importance, deadlines and impact, ensuring focus on the highest-value activity.
- Confidently manage peak periods (including tournaments, campaigns, announcements).
- Build and manage digital budgets through the business planning process, ensuring delivery against agreed business targets. Budget management includes managing creative and digital operations travel budgets and agency budgets.

Performance Management and Optimisation

- Drive a data-led approach to channel management, using analytics to optimise distribution timing, audience targeting and content format strategy.
- Lead the setting of targets across views, engagements, audience growth and contactable fans, with regular reporting to internal and commercial stakeholders.

- Partner with the Marketing and Commercial teams to execute and optimise paid media across both brand and partner led campaigns.

Systems, Process and Governance

- Implement and maintain content planning tools, templates and operating rhythms to support consistent delivery.
- Establish and ensure clear governance across approvals, publishing and escalation processes.
- Drive continuous improvement in speed, quality and scalability.
- Lead compliance with brand, legal and commercial partner requirements.

Stakeholder Management

- Manage relationships with internal and external stakeholders in a manner that ensures you are the first point of contact at NZR for digital content operations.
- Work alongside the Creative, Marketing, Commercial and Communications teams to ensure all digital plans support organisational and partner priorities.
- Collaborate with commercial partners to schedule, deliver and report on digital rights fulfilment.
- Engage with platform partners (Meta, YouTube, Tik Tok) to build strong relationships to leverage best practice, insights and emerging features.
- Own and manage relationships with digital agencies, vendors or platforms as required such as Komo, Sprout and Engage, including agreeing commercial terms and completing contracts.
- Establish and maintain effective working relationships with staff, external agencies and other business networks, professional players, coaches, agents and RPA as required.
- Take ownership for business issues as they arise and work them through to a satisfactory resolution while ensuring contractual requirements are met.

People Leadership

- Lead and mentor a multidisciplinary team including Digital and Social Media managers, Lifecycle Marketing Managers and Digital Commercial integration Managers.
- Foster a high-performance environment grounded in collaboration and trust.
- Manage team workloads, resourcing and prioritisation across multiple workstreams
- Represent NZR in an exemplar fashion displaying outstanding leadership, judgement, decision making and behaviours in managing and promoting NZR.
- Support the development and promotion of NZR's strategy, business direction, annual plans and budgets.
- Fostering a caring and connected environment for your team and those around you through:
 - Taking a lead in supporting the growth and development of your people.
 - Taking time to celebrate our successes and create a fun, welcoming and safe environment for your team and those you work with.
 - Being available to your people through ongoing conversations and support.

What You Bring

Key experience and skills include:

- 7+ years experience in digital marketing, go-to-market operations, channel marketing or digital media roles.
 - Proven experience managing large-scale digital eco-systems and multi-platform content planning, distribution and optimisation.
 - Demonstrated ability to develop and execute digital strategy and turn insights into actionable plans.
 - Proven people management experience, with a track record of building and leading high performing teams.
 - Highly analytical and data-driven, with experience using analytics tools to inform decisions and optimise performance.
 - Experience delivering commercial partner content and managing digital media rights.
 - Strong understanding of key digital media environments such as Tik Tok, Meta, You-Tube and You-Tube Shorts.
 - Solid knowledge of data driven marketing principles, including the use of first-party consumer data to drive engagement and audience acquisition.
 - Experience in website management and optimisation.
 - Excellent communication, planning and organisation skills.
 - Strong presentation and influencing skills, with the ability to engage and align senior stakeholders
 - Working knowledge of AI tools and technologies to improve workflows and create efficiencies within teams.
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