

POSITION DESCRIPTION

Employee	
Position	Content Manager
Employment Basis	Permanent, Full Time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Marketing Manager
Direct Reports	N/A
Indirect Reports	1 (Marketing Coordinator)
Team Purpose	This role sits within the Marketing team, which is responsible for the organisation's behaviour-change marketing programme. The programme uses campaigns, activations, and engaging content to change social norms and behaviours, contributing to the organisation's wider work in developing individual skills and building the strength of communities.
Key External Relationships	<p>Key organisations and individuals relevant to our marketing programme, including:</p> <ul style="list-style-type: none"> • Rainbow and Takatāpui communities, especially gay, bisexual and other men who have sex with men (MSM), trans and non-binary people who have sex with MSM, and people living with HIV • Other organisations, individuals or groups working to improve rainbow and Takatāpui sexual health and the lives of people living with HIV • Service providers including creative agencies, media suppliers, media agencies and digital agencies.
Role Purpose	<p>The Content Manager provides senior oversight of content and advertising across Burnett Foundation Aotearoa. They lead organisation-wide content planning, ensure high-quality production, manage cross-team briefs, and maintain a strategic, predictable content ecosystem that supports behaviour change objectives.</p> <p>This role bridges marketing, comms, fundraising, and services by providing a clear intake, prioritisation, and workflow structure for all content. They work closely with the Marketing Manager for strategic alignment, and with the Digital Marketing Specialist and Marketing Coordinator for delivery.</p>

Who we are
<i>Kia whakatōmuri te haere whakamua</i> <i>I walk backwards into the future with my eyes fixed on my past</i>
Burnett Foundation Aotearoa (formerly New Zealand AIDS Foundation) have been at the forefront of HIV prevention in Aotearoa for nearly 40 years.
With the same passion as those who have come before us, we're continuing to work hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected. We are also growing into new areas of work to support rainbow and takatāpui to have great sexual health. Through our community

engagement, behaviour-change marketing campaigns, testing and therapeutic support services, we seek to reach people across the regions and wider country.

As a registered charity, our work is made possible through funding from Te Whatu Ora, passionate trust foundations, and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.

Key Areas of Responsibility and Ownership

Content Strategy & System Leadership
<ul style="list-style-type: none">• Lead the organisation-wide content and advertising strategy, ensuring alignment with marketing and organisational goals.• Own the content calendar and planning cycles, maintaining clear workflows, timelines, and prioritisation systems.• Set content standards, messaging frameworks, templates, and processes to uplift quality and consistency across channels.
Cross-Team Brief Intake & Workflow Management
<ul style="list-style-type: none">• Manage the full intake process for content, advertising, and creative requests from all teams.• Translate requests into clear briefs, scopes, and timelines; prioritise work based on strategic value and capacity.• Provide guidance and support to internal teams to strengthen their understanding of effective content approaches.
Content & Creative Direction
<ul style="list-style-type: none">• Provide senior editorial and creative direction for campaigns, BAU content, and behaviour-change messaging.• Oversee content production across writers, designers, coordinators, videographers, and external partners (without directly managing staff).• Contribute high-level writing or conceptual development where required for priority projects and campaigns.
Advertising & Digital Integration
<ul style="list-style-type: none">• Lead the advertising calendar and develop ad/content briefs for paid campaigns.• Work closely with the Digital Marketing Specialist on channel execution, optimisation, and performance insights.• Use evaluation data to refine content approaches, audience strategies, and creative direction.
Quality Assurance, Evaluation & Relationships
<ul style="list-style-type: none">• Ensure all content aligns with brand voice, behaviour-change principles, and the needs of diverse communities.• Contribute to reporting on content and advertising performance, led by the Digital Marketing Specialist• Build strong relationships with internal teams and external partners to support effective content delivery and collaboration.
Self-Development
<ul style="list-style-type: none">• Keep up to date with all aspects of behaviour change marketing and the profession of marketing and advertising.• Develops and maintains a network of technical/professional support external to Burnett Foundation Aotearoa• Through the formal Performance Review process, establish personal development needs/goals that are aligned with the overall organisational strategy
Cultural Responsiveness
<ul style="list-style-type: none">• Ensure engagement strategies for men who have sex with men (MSM) include, and are responsive to, the needs of Takatāpui and other culturally diverse communities
Health & safety and Wellbeing
<ul style="list-style-type: none">• Proactively support the creation of a positive health and safety culture at Burnett Foundation Aotearoa• Ensure a clear understanding and knowledge of health and safety policies and procedures

Burnett Foundation Aotearoa

- Ensure a clear understanding of the hazards and control measures associated with daily operations at Burnett Foundation Aotearoa
- Contributes to a positive and inclusive work environment, one that respects each other and values diversity.
- Proactively ensures the wellbeing of other team members through compassion and care.

Any other reasonable task which is consistent with the overall purpose of the position.

Skills, Experience & Qualifications	
Essential	<ul style="list-style-type: none"> • Experience in marketing through digital platforms used by gay and bisexual men • Knowledge of social media strategic planning and management • Knowledge of market research, media planning and digital marketing • Knowledge of SEO and SEM • Experience in AB testing across a range of platforms • Experience in digital production from development to implementation, including supplier relationship management • Experience in content creation across key platforms, including Meta, Tiktok, and X • Confidence in front of the camera and appearing in content • Experience working with, understanding of, or commitment to, gay and bisexual men • Ability to work and communicate effectively with the diverse groups impacted by HIV in New Zealand. • Ability to hold relationships with organisational partners • Self-motivated and able equally as effectively in a team environment or independently. • Ability to prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand • Lived experience in one or more of our priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries) • Previous experience in HIV prevention work • Knowledge and/or experience of the not-for-profit sector
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes. • Experience using the Adobe Creative Suite or similar. • Experience using content management systems (CMS)
Cultural Responsiveness	We welcome applications from prospective employees who already have some knowledge of tikanga Māori and te reo Māori. It is essential that all employees demonstrate willingness to learning in these areas
Qualifications	<p>A tertiary qualification in at least one of: Social Marketing, Digital Marketing, Marketing or Communications.</p> <p>Equivalent work experience may be considered in lieu of a qualification.</p>

Position Description Acceptance

I _____ (employee) _____ (date)

have read and agree to accept and work by the above Position Description.

I _____ (manger) _____ (date)

agree that this Position Description is accurate and current.