



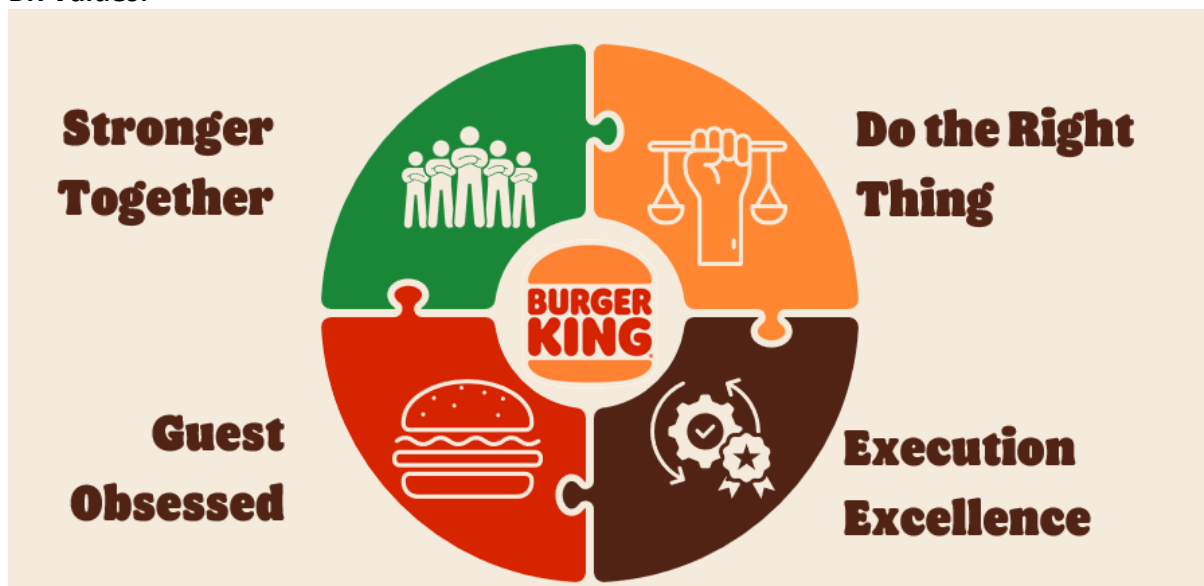
## Position Description – Digital Content Analyst

**Position Title:** Digital Content Analyst

**Reports to:** Digital Lead

**Date prepared:** August 2025

**BK Values:**



### Position Purpose:

Own the accuracy and timeliness of all customer facing data and content across Burger King digital channels, including but not limited to the BK app, website, kiosks, delivery partner platforms

Support the Senior Marketing Analyst to review performance of marketing and digital campaigns, using transactional and first party data.

Support the marketing/digital team and wider business to execute marketing campaigns via digital channels, and ongoing projects related to the evolution of Burger King NZ's (BKNZ) digital capabilities.

### Objectives and Accountabilities

KEY RESULT AREA	ACCOUNTABILITIES
<b>Content Management &amp; Systems</b>	<ul style="list-style-type: none"><li>Configuring and scheduling all backend and customer facing content for web, app and kiosk.</li><li>Configuring promotions for BKNZ's digital channels in line with the Marketing Calendar.</li></ul>



	<ul style="list-style-type: none"> <li>• Work with the Senior Digital lead to ensure the smooth operation and functionality of BKNZ's Digital platforms, including testing and monitoring web, app, kiosk and other partner platforms.</li> <li>• Ensure the visual identity of all digital platforms adheres to global brand guidelines prior to being rolled out.</li> <li>• Ensure any changes to product information made by the business in restaurant are rolled out to all digital channels in a timely manner</li> <li>• Work with the Senior Marketing Analyst to maintain the product hierarchy portal</li> </ul>
<b>Campaigns, Gamification and Loyalty</b>	<ul style="list-style-type: none"> <li>• Support the Senior Digital Lead on any initiatives and campaigns to promote the BK loyalty and Delivery platforms, including updates to content in relation to the platform across digital channels.</li> <li>• Assist with the development, setup and testing of our new gamification campaigns.</li> <li>• Work with the Product and Marketing Managers on digital recommendations and initiatives for brand campaigns.</li> <li>• Work with the Marketing Coordinator and Marketing Manager on digital execution for ongoing and new sponsorships &amp; LRM.</li> </ul>
<b>Collaboration and Communication</b>	<ul style="list-style-type: none"> <li>• Work with the appropriate manger to assist in the execution of the delivery marketing calendar to help raise BK presence on aggregator platforms, drive sales &amp; customer usage of BK delivery.</li> <li>• Liaising closely with the IT team ensuring correct core product information in all Burger Kings digital systems.</li> <li>• Responsible to ensure cross functional teams are well informed of content updates, timelines and relevant processes that require their input.</li> <li>• Develop strong working relationships with all internal and external customers including digital partners, marketing agencies, BKNZ head office team and BK restaurant teams.</li> </ul>
<b>Administration and Analytics</b>	<ul style="list-style-type: none"> <li>• Responsible for the administration of customer facing data and BKNZ's digital systems.</li> <li>• Document content management processes and tasks, ensuring they are easily understood and available to all members of the Marketing Team if required.</li> <li>• Work with the Senior Marketing Analyst and Digital Lead to develop effective campaign reporting against business objectives across transactional and first party data.</li> <li>• Support the Senior Marketing Analyst with weekly and period end reporting responsibilities.</li> <li>• Assist product campaign owners with digital reporting for brand campaigns and provide recommendations based on key insights.</li> <li>• Assist in solving customer enquiries relating to BKNZ digital platform issues.</li> </ul>



	<ul style="list-style-type: none"> <li>• Keep abreast of competitor activity across direct channels to keep up with what the market is doing and get new ideas.</li> <li>• Assist the Senior Digital Lead to monitor usage of digital platforms.</li> </ul>
<b>Projects &amp; Initiatives</b>	<ul style="list-style-type: none"> <li>• Support the Marketing Team to drive profitable sales through the successful execution &amp; post campaign review of digital marketing activity, projects and initiatives.</li> <li>• Support the Senior Digital Lead with new App/Web and Kiosk projects and initiatives.</li> <li>• Participate and contribute to relevant ad hoc business projects.</li> </ul>
<b>Team</b>	<ul style="list-style-type: none"> <li>• Participate as a collaborative and supportive member of the Marketing &amp; Digital Team.</li> </ul>
<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>• Role model safe work practices and contribute towards ensuring the workplace is a safe and healthy environment for yourself and others.</li> </ul>
<b>Personal</b>	<ul style="list-style-type: none"> <li>• Display an effective commitment to personal development by proactively seeking out opportunities for growth and development.</li> </ul>

#### Competency Profile:

COMPETENCY	DESCRIPTION
<b>Communicates Effectively &amp; Candidly</b>	Demonstrates strong two-way communication skills. Conveys information and ideas in an open, articulate & timely manner. Considers cultural differences and others' perspectives when communicating.
<b>Puts the customer first</b>	Strives to deliver high quality products and superior service that exceeds the expectations of our internal and external customers.
<b>Leads change and innovation</b>	Identifies the changing needs of our customers, employees and systems, and successfully supports the Senior Digital Lead to deliver innovation that improves the business. Is change agile.
<b>Builds &amp; Leverages Talent</b>	Supports in building the quality of BKs diverse employee base by helping others develop & grow and supporting diversity of thought & perspective.
<b>Plans and acts strategically</b>	Supports the Senior Digital Lead to develop a clear and compelling vision, strategy or action plan that is aligned with the organisation's goals.
<b>Leads through influence</b>	Positively influences others and collaborates in ways that inspire others to take action and or change perspective.
<b>Achieves through teamwork</b>	Works cooperatively as a member of a team & is committed to the overall team objectives rather than their own interests. Is open to others' diverse ideas & leverages the teams' differences to achieve results.
<b>Executes for results</b>	Relentlessly pursues the achievement of goals and sustained profitable growth while upholding the highest possible standards of fairness, honesty and integrity.



### Formal Qualifications Required:

<b>Essential:</b> is the absolute minimum the job requires	<b>Preferred:</b> is the level desired, but for which extensive experience could be a substitute
Minimum of 6 Months experience in a similar role, within a busy Marketing team.	Relevant qualification

### Experience Required:

<b>Essential:</b> is the absolute minimum the job requires	<b>Preferred:</b>
Managing digital product content processes end to end	User acceptance testing experience would be a plus
Data entry experience	
Strong attention to detail and a desire to get things right is absolutely crucial in this role	
Not afraid to ask questions and get things wrong	
Good time management and work planning skills	
Experiencing in demonstrating the use of strong written skills and the ability to spot and correct errors.	
Experience working with new digital systems/systems and having the ability to learn these quickly	