

Position Description: Digital Systems Manager

Title:	Digital Systems Manager
Reports To:	Chief Operating Officer
Location:	57 Kilmore Street, Christchurch
Date Completed:	July 2026
Internal Relationships:	Chief Executive, Executive Team, Finance Team, Business Services Team, Partnerships Team, Memberships Team, Marketing Team, Communications Team, Events and Training Team, Executive Assistant, Customer Experience Team
External Relationships:	IT support vendors, Business Canterbury members
Direct Reports:	None

Purpose of Digital Systems Manager

Background

Business Canterbury has undergone a significant transformation process with a new membership framework and business model which require new ways of working including being agile and responsive to customer / member needs. The ability to be responsive to customer needs is underpinned by new digital tools and platforms which are integrated.

This new digital landscape increases the need for the coordination of support requests and provides the opportunity for using data to inform decisions, monitor progress and provide key metric reporting. As part of the evolution of our member value proposition, the focus on driving efficiencies and scaling our services, identifying how we do that through the use of technology and AI, will play a part of this role.

Position Objectives

The Digital Systems Manager is responsible for the overarching health, integration, and development of Business Canterbury's digital infrastructure, alongside supporting operational delivery efficiencies and scaling through technology and AI. This role takes ownership of the CRM, website, manages vendor relationships, and designs data visualisations and dashboards to drive operational excellence. The role ensures all staff are supported with fit-for-purpose technology while providing the Executive team with visibility into key performance indicators (KPIs) aligned with strategic objectives.

Key Areas of Responsibility

- Digital Strategy and Systems Management
- Internal Efficiency and Scaling
- Website & Digital Asset Management
- Reporting, Dashboard Management & Business Analytics
- Service Desk & Vendor Coordination

Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPIs) which will be discussed and agreed with you upon commencement. These include:

Digital Strategy and Systems Management

- Act as the business owner for all core internal systems (including CRM (Hubspot) and integrated tools such as Arlo, ScaleXP, ApprovalMax and others).

- Manage the hardware lifecycle and procurement process for staff devices and office technology.
- Identify opportunities for preventative measures or training based on common user requirements and system performance.
- Participate in and lead digital change management processes, including the documentation of processes and delivery or staff training sessions.

Website & Digital Asset Management

- Oversee Business Canterbury's website, affiliated websites and other digital assets, including the technical production of content.
- Regularly review website user experience and ensure alignment with best standard navigation.
- Ensure the website is seamlessly integrated with the CRM, acting as the central platform for digital content, and drives member engagement.
- Consult with the wider team to scope and understand functionality requirements, and any issues with the current website.
- Manage the ongoing technical refresh and optimisation of pages as required.

Internal Efficiency and Scaling

- Work with Executive to identify how technology and AI can drive internal efficiencies and scale across core parts of the business.
- Participate in and lead AI change management processes, including the documentation of processes and delivery for team training sessions.

Reporting, Dashboard Management & Business Analytics

- Design and develop interactive dashboards providing visibility into strategic KPIs, performance metrics, and digital initiatives.
- Ensure visualisations, insights, and data storytelling effectively communicate performance to leadership and stakeholders.
- Collaborate with internal stakeholders to understand requirements and document business processes and workflows.
- Champion data integrity: Address "junk-in, junk out" risks by analysing system health, providing exception reporting, and correcting data integrity issues.
- Support leadership in addressing poor data management practices.

Service Desk & Vendor Coordination

- Act as the primary escalation point for complex digital requests.
- Manage relationships with external IT support vendors and digital agencies, ensuring adherence to service level agreements and reasonable timeframes for solutions.
- Manage metrics and report on overall IT and service desk performance.
- Champion a positive service experience for all employees utilising internal systems and support.

Export Documentation

- As necessary (e.g. leave cover, busy period cover), provide export documentation services

General

- Any other duties that may arise as the position develops.
- If an SME in a particular area, providing that expertise as part of solution provision.
- Promote and actively encourage membership growth through identifying and actioning membership acquisition and retention opportunities.
- Actively participate in:
 - Team meetings
 - Annual business planning process
 - Staff engagement surveys
 - Professional development
 - Identifying and acting on opportunities that support our strategy.
- Operate within the agreed Strategy/operational Business Plan and Budget

Corporate Responsibility

- Create and maintain information and appropriate Business Canterbury management systems.
- Promote a positive and professional image of Business Canterbury at all times.
- Represent the Business Canterbury as appropriate.
- Engage in appropriate stakeholder liaison.
- Understand and implement Business Canterbury values of We are Real, We Own It, We Focus on Impact, We Love Our Customers
- Ensure you understand and adhere to all Business Canterbury Policies including the Health and Safety Policy, which involves actively always contributing towards Business Canterbury's commitment to the safety and wellbeing of your fellow employees and our members.

Key Competencies/Knowledge/Skills and Experience

	Required	Desirable
Bachelor's degree in Information Systems, Business Administration, Computer Science, or a related field.	✓	
Minimum 5 years of experience in systems management, business analysis, or digital operations.	✓	
Proven experience in implementing and using AI tools to drive efficiency and scale	✓	
Proven project management experience, specifically regarding software implementations or website optimisation / rebuilds	✓	
Strong data visualisation and dashboard design skills (e.g. Excel Charts, PowerBI, Tableau)	✓	
Excellent analytical, problem-solving, and decision making abilities with a commitment to data security and governance.	✓	
Effective communication and stakeholder management skills, particularly in presenting technical data insights to non-technical audiences.	✓	
Proficiency in data analytics		✓
Experience working within a membership-based organisation.		✓
Effective communication and stakeholder management skills, particularly in presenting data insights to non-technical audiences	✓	

Personal Attributes

Personal Attributes	Characterised by:
Customer Focus	• Customer (internal) needs being clearly understood and communicated to other parties. Recognising the need to keep customers informed.
Curiosity	• Having no assumptions, always being ready to ask for clarity, willing to find out more.
Self Directed/Self starter	• Being able to work without constant supervision, being an ongoing learner.
Collaborative	• Ability to work collaboratively with internal and external stakeholders.
Strong relationships	• Ability to build relationships with vendors and service providers in support of Business Canterbury's needs.
Results-oriented	• Success of performance is determined through measurable outcomes.

