

Claire Roper

claireroper.com | 022 017 0348 | clairemroper@gmail.com | [LinkedIn](#)

Communications and content specialist with a strong focus on crafting digital experiences that drive customer engagement. Experienced in telling compelling brand stories across digital platforms, while collaborating closely with technical and creative teams to enhance the customer journey.

Principal Communications Advisor

Porirua City Council, 2019 - present

- Lead and deliver a comprehensive, integrated marketing and communications programme which aligned with strategic goals and key messaging.
- Built and maintained strong, relationships with agency partners, internal teams, and industry stakeholders.
- Provide strategic leadership of social media, developing initiatives that increase engagement, connection, and respond to industry developments and stakeholder needs.
- Oversee content creation and delivery across websites, newsletters, EDMs, advertising, and event promotions.
- Adapt positively to change, manage shifting priorities effectively, and contribute flexibly to the broader team when needed.
- Promote a culture of continuous improvement, advising on resource allocation and future planning, and ensuring the team's readiness for emergency responses.
- Extensive experience in social media and digital marketing, with a strong understanding of how to integrate digital channels into a broader, cohesive marketing strategy.
- Skilled in developing and producing engaging video content that drives audience engagement, strengthens brand storytelling, and supports wider campaign objectives across digital and social media platforms.
- Strong commitment to inclusive storytelling and have worked closely with Māori and Pacific Teams to ensure authentic representation in digital content.
- Worked closely with the Marketing Manager to deliver major events, including Love Local, ChocotoberFest, Welly on a Plate, Matatriki, Summer Concert Series and Waitangi Day.

Market Manager (Voluntary)

Ōtaki Market, 2022 - Present

Led the Ōtaki Market's marketing strategy, transforming it from a struggling market into a thriving, award-winning community hub. Through innovative digital campaigns, strategic partnerships, and a strong community focus, the market has grown into a vibrant destination that supports local businesses and attracts visitors. A key success has been the Ōtaki Kids Market, which has gained recognition for empowering young entrepreneurs and was awarded for its impact.

- ✓ Digital strategy & solutions
- ✓ Thought leadership
- ✓ Digital content
- ✓ Podcasts and television
- ✓ Web design and management
- ✓ Workshops and public speaking
- ✓ Social Media

AI | Technology

I have a deep passion for technology and its ability to transform the way we work. I've written an eBook on AI technology in the workplace, exploring how businesses can leverage AI for efficiency and innovation.



Website | Design

Designed, created and managed websites for a variety of different industries. As well as creating landing pages for events and thought leadership requirements as well as creating personal websites for individual professionals.



The History of the Workplace | Modern Workplace Glossary.

Digital | Content

I have written, researched and produced a huge array of digital content. From social media campaigns, video, infographics, ebooks, reports and whitepapers across a wide range of topics and industries.



Virgin Trains Provided a vision for social media strategy at Virgin Trains.



BBC Influencer Collaborated with BBC Presenter Penny Haslam, for Women In Technology campaign.



Facebook & Salesforce Integrated salesforce.com & Facebook tool. Nominated '13 best social media tool.



Te Reo Māori Digital Strategy Te Reo Māori digital strategy: website, video and social media messaging



LinkedIn strategic partnership Created workshops, across the business globally, for each sector.



Digital Content Hub Designed a digital online resource hub for customers to download content

Global Head of Content

Condeco Software, 2018 - 2019

- Developed and led a robust global digital content strategy to drive engagement, elevate brand presence, and support commercial goals.
- Managed a global blogging programme featuring internal talent and influencers to strengthen storytelling and thought leadership.
- Created a comprehensive content matrix as the foundation for a centralised Digital Content Hub, ensuring consistency across markets.
- Enhanced website content using customer insights, employee feedback, and website performance analysis.
- Maintained governance across all digital platforms, establishing best practices for content creation, distribution, and repurposing.
- Implemented internal digital asset distribution plans to boost employee engagement and brand alignment.
- Collaborated with video production teams and creative stakeholders to produce diverse content including eBooks, blogs, infographics, whitepapers, and case studies.
- Monitored and analysed content performance metrics to ensure ROI and guide ongoing optimisation.
- Identified new commercial opportunities and adapted content strategies to meet evolving business needs.
- Built and managed partnerships across affiliate networks, distribution channels, and PR agencies.
- Led high-profile projects such as the Modern Workplace 2019/20 Research Report and the Technical Hub video series.
- Worked strategically with the Global Events Director to deliver tailored content for international events.
- Conducted internal workshops on content and social media fundamentals, rolling out new global assets and guidelines.
- Ensured all digital content adhered to accessibility standards and was fully optimised for search engines.
- Managed a network of freelance writers, journalists, and researchers to scale content production while maintaining quality.

REPORTS: Marketing Co-Ordinator | Marketing Intern | Content Writer

[Career history, please see LinkedIn for further career history.](#)

Speaking | Opportunities



Brightstar "Communicating with Diverse Communities"



Social Media for Government NZ Summit "How to adjust comms to deliver content"



Social Media for Government NZ Summit "Organic vs paid content strategies"



ConfereNZ: "How to engage the under 25's on social media in the Public Sector"



LGNZ Webinar co-host "How to build your channels and navigate social media"



Pacific Business Trust "Digital Marketing for Business Growth in Post Covid-19"



Salesforce.com conference "How to generate leads from Social Media"



Workshop 2022: "Running communication campaigns on a shoestring"

Podcast Co-Host

Poopologypodcast.com

Podcast Co-Host for a start up Podcast. Poopology Podcast brings together women of all shapes, sizes, backgrounds and colours to discuss the trials and tribulations of being a modern warrior woman.

Awards | Nominations



2025 Medalist: One of 100 people in NZ to win a Local Hero Award with New Zealander of the Year.



2024 Winner: Lead the Otaki Market in Workplace Culture Best Team under 10



2023 Runner Up: Child / Youth Development, Wellington Airport Awards



2021 Special Mention: Innovation award Interactive QR code walk Porirua Cemetery



2021 Nominated: Transforming delivery Created online database for Love Local



2013 Nominated: Best social media tool Facebook & Salesforce lead generator



2013 Nominated: Innovative campaign Chatter Challenge salesforce campaign