**Position Title:** Homepage editor  
**Location/Business Unit:** Digital, Wellington / Auckland  
**Reports to:** Digital News Editor  
**Position Purpose:** To ensure the effective daily management of the rnz.co.nz homepage contributes to audience engagement and growth.

**Key Job Outcomes/Accountabilities:**

<table>
<thead>
<tr>
<th>Outcomes/Accountabilities required</th>
<th>Likely/expected actions contributing to achievement of outcomes</th>
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<tbody>
<tr>
<td><strong>Digital strategy:</strong></td>
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<tr>
<td>(1) High quality homepage design and production is part of a comprehensive digital strategy;</td>
<td>(1) Identify and present polished homepage content that stands apart from alternative media and makes the material ‘sing’;</td>
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<td>(2) The homepage range of news, features and other content will continually broaden;</td>
<td>(2) Work collaboratively with editorial staff across RNZ to acquire the best available news and feature content for the homepage;</td>
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<td>(3) Homepage production will continually be assessed for audience engagement and this will influence ongoing homepage presentation decisions.</td>
<td>(3) Oversee minute-by-minute content, ensuring the website contributes to audience growth;</td>
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<td>(4) Optimise opportunities to vary story-telling to best effect and generate ideas;</td>
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<td>(5) Help commission work from external contributors, particularly in relation to opinion and analysis;</td>
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<td>(6) Contribute to our understanding of the audience by regular reporting of analytics.</td>
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<td>(7) Contribute to project work that is planned;</td>
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<td>(8) Identify and implement opportunities to capture return site visits;</td>
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<td>(9) Model a collegial and constructive approach that reinforces an ‘audience first’ focus and encourages team work;</td>
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<td>(10) Contribute to driving the focus on live content and a live experience;</td>
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<td>(11) Assist in planning coverage of major breaking events;</td>
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<td>(12) Measure own and team effectiveness.</td>
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<td><strong>Relationship management:</strong></td>
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<td>(1) Editorial needs are intimately understood and expectations are met;</td>
<td>(1) Work with editorial colleagues to capture audience attention;</td>
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<td>(2) Charter requirements are met and reflected in the digital strategy;</td>
<td>(2) Ensure immediate engagement with colleagues to maximise a live experience for the audience;</td>
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<td>(3) Optimum knowledge of the power of the homepage is built across the wider business;</td>
<td>(3) Make and keep service commitments involving use of the homepage to RNZ colleagues;</td>
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<tr>
<td>(4) Key editorial relationships including, but not limited to, features editor are nurtured and maintained.</td>
<td>(4) Keep those who produce content aware of their contribution to the homepage presentation and how the homepage may work for them;</td>
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<tr>
<td>(5) Communicate complex digital terms or issues to colleagues across the business in plain language and respectfully;</td>
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<td>(6) Contribute to training others with an outcome that others take ownership of their content;</td>
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<td>(7) Work hand-in-glove, and respectfully, with the development and product team to deliver the best results for our audience and staff.</td>
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<td><strong>Staff leadership and development:</strong></td>
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<td>(1) Website staff roles and accountabilities within the team are clearly defined and understood (e.g. who’s doing what and when it’s due).</td>
<td>(1) On a daily basis lead team with website and homepage ideas and encourage staff to innovate with stories;</td>
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<td>(2) Build capability in all aspects of website work across the team;</td>
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<td>(3) Collaborate with staff to identify and implement ongoing training and development opportunities.</td>
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<td><strong>Organisational Culture and Strategy implementation:</strong></td>
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<td>(1) Change is well planned and introduced collaboratively.</td>
<td>(1) Facilitate a team culture that builds a high performing and inclusive team.</td>
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PERSON SPECIFICATION

Qualifications:
Appropriate qualifications in journalism.

Knowledge & experience:
- An understanding of RNZ programming and Charter objectives.
- Experience as a senior web journalist

Ideal experience and personal skills
- Proven credibility as a journalist who sets and achieves high professional standards.
- Expertise in web writing, associated technology and an appreciation of audience metrics.
- Successful track record in live experience and/or responsiveness to engage an audience.
- The proven ability to:
  - exercise sound judgment and act decisively, including seeing the value in stories that may not be typical news;
  - think and act strategically, e.g. organisational awareness;
  - apply an understanding of the media sector in NZ and appreciate key market, consumer and technological trends;
  - think and act flexibly (particularly responding to breaking news) and creatively with an ability to quickly grasp complex topics;
  - persist in achieving results by effectively managing own time, overcoming obstacles and or tolerating ambiguity;
  - maintain own health, safety, welfare to ensure optimum resilience and performance in difficult situations or under stress.
- The willingness to be open and transparent e.g. disclose mistakes, act ethically, and engage in professional and personal development including seeking and acting on constructive feedback.
- Apply all legislative requirements, regulations, policies and procedures related to area of responsibility and specialised expertise
- The willingness to understand and promote the value of diversity, including obligations under the Treaty of Waitangi
**Ideal experience and social skills**

- Proven credible leadership experience/achievement in:
  - Building loyalty, commitment trust and pride,
  - Influencing others and creating a respectful work environment fostering innovation and fun,
  - Modelling collaboration with others outside the group,
  - Recruitment and staff development skills,
  - Facilitating effective staff performance including supportive attitudes of Radio NZ as a whole,
  - Making best use of staff abilities,
  - Conflict management (including interpersonal and working style differences),
  - Identifying and nurturing talent.

- Clear, respectful and timely communication when:
  - Resolving complaints or concerns about website performance;
  - Implementing change that improves quality and productivity;
  - Responding to staff or colleague suggestions;
  - All written material is organised and convincing.

- Building and maintaining effective relationships including:
  - Minimising authority and maximising persuasion;
  - Intervening early and positively to improve the team’s performance;
  - Representing the organisation positively and effectively;
  - Encouraging a free exchange of ideas.
COMPETENCIES

Leadership and Teamwork
- Helps make all team relationships work
- Works in a consultative and positive manner
- Manages disagreement in a constructive way, avoiding unpleasant confrontations
- Explains their reasoning so others can understand
- Accepts differences and looks for the positive

Strategic Capability
- Approaches each situation with a clear perception of limits and actual conditions in the context of their job and the organisation
- Makes connections between issues and allows flexibility in solutions
- Fulfils objectives communicated from the business plan
- Thinks creatively

Managing Self
- Adjusts rapidly to new situations
- Recognises responsibility for self-care in relation to health and safety and wellbeing
- Seeks, listens to and responds to feedback
- Balances different job responsibilities according to priorities, making progress in all areas
- Seeks help in a timely way
- Is accountable for their role and responsibilities
- Can be relied on
- Develops knowledge with sufficient depth for appropriate problem solving
- Applies intellect in a rigorous way
- Shows prudence and perspective in forming judgements, and flexibility in designing solutions
- Acts ethically

Outcome Driven
- Keeps current in specialist or technical areas
- Thinks laterally
- Is energetic, enthusiastic and positive about achieving goals and resolving issues within cost constraints
- Displays a high level of initiative, effort and commitment to Radio New Zealand and its Charter
- Continuously improves services
- Ensures that projects are completed in a timely manner and within budget

Management
- Encourages attitudes that support Radio New Zealand
- Holds and promotes an organisation-wide view
- Learns about parts of the organisation beyond own work experience
- Is positive towards change, wanting to build something new and better
- Uses efficient and cost-effective approaches

Building Relationships
- Demonstrates relationship building and communication skills
- Enlists the support of others to achieve Radio New Zealand’s goals
- Can enter into intense discussion without personalising issues
- Is respectful in all forms of communication
- Moves from their own position if the weight of evidence is against it
- Represents the organisation positively and effectively
- Establishes and maintains positive working relationships with internal business units
- Achieves the group’s objectives
- Takes account of circumstances when communicating with others