RNZ
JOB DESCRIPTION

Position Title: Digital Journalist          Date: July 2017
Location: Auckland/Wellington/Christchurch
Reports to: Digital Editor

Position Purpose:
• Initiate, produce and publish content in digital, helping to develop RNZ’s website into the destination of choice for New Zealand news, features and information.

As an independent, commercial-free public service media organisation, RNZ’s purpose is to serve the public interest.

Position Responsibilities:
• Initiate, write, edit, produce and publish breaking news, news, features, analysis, background and other context pieces, columns and other digital content on rnz.co.nz and The Wireless.
• Contribute ideas, insights, original material, context and lateral thinking to help RNZ develop its distinctive quality.
• Make extensive and appropriate use of images, video, graphics, data and audio in multimedia storytelling.
• Facilitate the flow of content from other parts of the organisation to the homepage, including from News, Features, RNZ National, RNZ International, RNZ Music and The Wireless.
• Edit the RNZ homepage and various sections as required, providing a relevant, highly-visual, dynamic and compelling window to the best journalism in the organisation.
• Use social media to engage audiences, distribute and promote our journalism.
• Use analytical tools to monitor audience engagement with RNZ stories.
• Work with radio producers to further story development and cross-promote content.
• Maintain the high RNZ standards in terms of quality, impartiality, independence and accuracy, and demonstrate a working knowledge of our obligations under the RNZ Charter.
• Adhere to RNZ editorial standards and style.
• Liaise with our features and development team collaboratively at all times.
• Undertake administrative assignments as required.
• Undertake training and development as directed.
• Undertake other tasks and assignments as may be required from time to time.

Responsibilities at Band C
Journalists in Band C are expected to carry out all the above Core Journalist responsibilities, but are likely to require a significant degree of supervision and guidance with at least some of these responsibilities.

Additional responsibilities at Band D
• Contribute to professional development of less experienced Journalists (Bands B & C), by providing guidance and advice

Journalists in Band D are expected to carry out all the above Core Journalist responsibilities. They may still require a degree of supervision and guidance with some responsibilities.

Additional responsibilities at Band E (Senior)
• Deputise for Digital Editor, as required.
• Contribute to the development of the style guide and editorial policy.
• Contribute significantly to professional development of less experienced Journalists (Bands B,C & D), by providing guidance and advice (Senior is expected to have more advanced coaching skills)
• Role model RNZ’s Organisational Behavioural Competencies

Senior Journalists will display a level of news judgement, and professional competency that requires minimal guidance from Digital Editor, Bureau Chiefs and Editors. The role modelling of RNZ’s Organisational Behavioural Competencies becomes critical with seniority.
Health and Safety

- Take responsibility for own health and safety and that of others.
- Participate in any safety meetings etc as required by RNZ.
- Comply with the Health & Safety policies and guidelines and complete responsibilities relating to the Health & Safety Business Plan.

Emergency Management / Lifeline Utility Role:

- To maintain online and broadcast continuity in an emergency, you may be required to carry out other duties suited to your skills and experience. This may involve you being temporarily relocated to another RNZ site if required, usually in a major city.

Organisational:

- Be aware of and adhere to RNZ’s Editorial Policy standards.
- Contribute to the overall effectiveness of RNZ.
- Observe statutory requirements and RNZ policies and frameworks.
- Actively participate in and contribute to the development and achievement of own performance targets and the review of work priorities to achieve the organisation’s goals and objectives.
- Act in a manner consistent with Equal Employment Opportunities principles and practices.

PERSON SPECIFICATION

Qualifications:

- Tertiary journalism qualification or equivalent experience

Knowledge & experience: *(requirements increase with seniority)*

- Reporting and/or subbing experience for a news website or digital media organisation.
- Experience as a writer, combined with an excellent command of English and correct use of grammar and punctuation.
- Experience in still pictures, video and audio editing, development and use of graphics and visualisation of data.
- Demonstrated experience in breaking news, live blogging, hour by hour story development, features, analysis and context pieces, and online content curation.
- Demonstrated experience in the use of social media to advance story development, distribute and promote content.
- Experience and understanding of audience engagement techniques, comment moderation and solicitation of user-generated content.
- Sound editorial judgement, and demonstrated ability to act decisively and effectively under pressure.
- Some broadcast experience an advantage.
- Reliable knowledge of media law and broadcasting standards.
- Demonstrated interest in internet development.
- Wide knowledge of New Zealand and international current affairs.

Skills:

- Excellent subbing skills with the ability to adopt a variety of styles.
- Good communication skills.
- Fast and accurate keyboard skills.
- Proficiency in all newsroom computer programmes.
- Good time and self-management skills.
- Excellent writing skills.

Personal Attributes

- Ability to work both as part of a team and take a leading role when required.
- Recognition of the value of cultural and community diversity.
- Quickly adapts to need for change, is flexible and collaborative in approach to work.
- Accuracy and attention to detail at all times including while under pressure.
- Commitment to producing a consistently high standard of product.
- Clear knowledge of RNZ audience.
- A digital player through social media, blog or website.
- Creative qualities and a proactive approach to story-telling.
**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 RNZ and its Charter
- Continuously improves services
- Ensures that projects are completed in a timely manner and within budget

**Management**
- Encourages attitudes that support RNZ, 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 RNZ'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