Position Title: Social Media Journalist

Date: June 2017

Business Unit: Digital

Location: Wellington or Auckland

Reports to: Community engagement editor

Reporting to the Position: Nil

Position Purpose:
- To assist with the management and curation of RNZ’s social media platforms.

Position Responsibilities:
- Use social media to engage audiences, distribute and promote our journalism.
- Post and schedule stories to Facebook, Twitter, Instagram and Snapchat.
- Write sharp, clear, precise social media copy.
- Liaise with journalist/programmes to create social content for stories/series.
- Generate and edit social-specific content, including videos, galleries, pictograms.
- Advise programmes and journalists on social media best practice.
- Manage comments on Facebook.
- Represent RNZ across platforms.
- Monitor social media for breaking news and contribute to live coverage.
- Generate and gather user-generated content.
- Monitor and analyse social media data and trends.
- 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.
- Collaborate and maintain effective liaison with other parts of RNZ.
- 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 Community Engagement Editor, as required.
- Contribute to the development of the style guide and editorial policy.
- Contribute to the development of Social Media Strategy
• 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.*
PERSON SPECIFICATION

Qualifications:
- Tertiary journalism qualification or equivalent experience

Knowledge & experience: (requirements increase with seniority)
- Experience with social media platforms.
- 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.
- 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.
- Sound editorial judgement, and demonstrated ability to act decisively and effectively under pressure.
- 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.
- Photo and video editing 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.
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