

**RADIO NEW ZEALAND  
JOB DESCRIPTION**

**Position Title:** Digital editor

**Location/Business Unit:** Digital, Wellington or Auckland

**Reports to:** Head of digital content

**Reporting to the Position:** Digital Journalists, digital features editor

**Position Purpose:**

Lead and manage the editorial team and content of RNZ’s multiple digital platforms driving audience growth and a team culture. To work with people across the business to achieve the best results for our journalism, which will be original, in-depth, live and diverse. This will include understanding broader developments in digital journalism and putting the best of these into practise.

**Key relationships:**

Head of digital content, Head of news, digital journalists, news director, director programmes, Checkpoint Editor, Engagement Editor, Homepage Editors, Bulletin Editors, RNZ Pacific Team Leader, longform editor, podcasts executive producer, RNZ Pacific news editor, Head of Radio and assistant manager Radio, Nine to Noon Executive Producer, Afternoons’ Executive Producer, Saturday and Sunday Morning Senior Producers, Head of Music, Head of Technology, Audience, Product & Strategy team.

**Key Job Outcomes/Accountabilities:**

Outcomes/Accountabilities required	Likely/expected actions contributing to achievement of outcomes
<p><b>Digital strategy:</b></p> <ul style="list-style-type: none"> <li>(1) High quality, original and comprehensive journalism finds a home on our digital platforms, reflecting our strategy and enhancing audience appeal, diversity and numbers.</li> <li>(2) Our journalism will be original, timely, relevant to audiences, appealing, comprehensive and authoritative;</li> <li>(3) Audiences enjoy and are engaged by our journalism; audience growth is achieved as a successful result of digital strategies in place;</li> <li>(4) Our journalism is well planned and it reaches the right platforms at the right times.</li> </ul>	<p><b>Digital strategy:</b></p> <ul style="list-style-type: none"> <li>(1) Lead the ongoing development and achievement of digital strategy and initiatives;</li> <li>(2) Ensure constant readiness and deployment of staff to break news and cover live developments of stories;</li> <li>(3) Drive the digital journalism agenda, ensuring quality and timely content to engage and satisfy the audience;</li> <li>(4) Balance the innovation necessary to drive a news and content agenda with exposure to risks, e.g. legal proceedings.</li> <li>(5) Contribute to broadening the mix of digital content through commissioning independent content as appropriate;</li> <li>(6) Ensure material is built in a suitable way for our different digital platforms, including social MEDIA.</li> </ul>

<p>(5) Live content and a live experience for the audience will be an ongoing part of a comprehensive digital strategy;</p> <p>(6) Our digital journalism continues to evolve and adapt to changes in audience behaviour and technology.</p>	
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	<p>(7) Live coverage of events, breaking news, sport etc. is a key plank of our digital platforms' success.</p> <p>(8) Ensure connection between digital production of news and the use of analytical tools that measure audience engagement with stories;</p> <p>(9) Work collaboratively with senior editorial staff across Radio New Zealand to achieve the highest quality news and feature production for digital media;</p> <p>(10) Work very closely with the directors of news and programming to achieve great results.</p> <p>(11) Model a collegial and constructive approach that reinforces an 'audience first' focus and encourages team work;</p> <p>(12) Measure own and team effectiveness.</p>
<p><b>Relationship management:</b></p> <p>(1) The digital agenda is driven, competitive, and widely understood in all expectations;</p> <p>(2) Charter requirements are met and reflected in the digital strategy;</p> <p>(3) Key relationships including, but not limited to, the news director (and staff) and product and audience team are nurtured and maintained.</p> <p>(4) External relationships are nurtured, maintained and value for money.</p>	<p><b>Relationship management:</b></p> <p>(1) Work with content colleagues to guide and assist the translation of content into digital form;</p> <p>(2) Attend (or have someone always attending on your behalf) Content group meetings;</p> <p>(3) Maintain a complete honest and open "no surprises" status with Head of news and digital and senior editorial colleagues, on news, content or other developments.</p> <p>(4) Provide timely feedback to content providers, e.g. re the effective use of their content on digital platforms;</p> <p>(5) Proactively monitor production of journalism stories against plans and timeframes;</p> <p>(6) Establish and maintain mutually beneficial external contacts that assist digital achieve its strategy;</p> <p>(7) Communicate complex digital terms or issues to colleagues across the business in plain language and respectfully.</p>

	(8) Work hand-in-glove, and respectfully, with the product and audience team to deliver the best results for our audience and staff.
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<p><b>Staff leadership and development:</b></p> <ul style="list-style-type: none"> <li>(1) Staff successfully execute the digital strategy;</li> <li>(2) Staff grow and maintain all relevant skills and expertise and these are well deployed across the group;</li> <li>(3) Staff roles and accountabilities within the team are clearly defined and understood (e.g. who's on what story and when it's due)</li> <li>(4) Staff are given the opportunity to try other roles in the different parts of the business on a secondment basis.</li> </ul>	<p><b>Staff leadership and development:</b></p> <ul style="list-style-type: none"> <li>(1) Lead team with ideas to innovate and encourage staff to innovate with news stories;</li> <li>(2) Document individual performance requirements incorporating all elements of digital strategy, customer service standards and professional/technical development requirements;</li> <li>(3) Build capability in all aspects of staff including delegating assignments;</li> <li>(4) Plan and monitor achievement of direct reports' performance taking corrective or supportive action as required.</li> <li>(5) Collaborate with staff to identify and implement ongoing training and development opportunities.</li> </ul>
<p><b>Organisational Culture and Strategy implementation:</b></p> <ul style="list-style-type: none"> <li>(1) Direct reports are engaged, satisfied and productive within their roles and satisfied with the leadership style of the digital editor and internal relationships;</li> <li>(2) Staff succession planning is in place;</li> <li>(3) Change is well planned and introduced collaboratively.</li> </ul>	<p><b>Organisational Culture and strategy implementation:</b></p> <ul style="list-style-type: none"> <li>(1) Provide coaching and support for direct reports;</li> <li>(2) Prioritise use of training opportunities across digital operations;</li> <li>(3) Identify and implement strategies to develop existing staff for succession planning purposes;</li> <li>(4) Facilitate a team culture that builds a high performing and inclusive team.</li> <li>(5) Participate in relevant data gathering for staff work satisfaction and engagement;</li> <li>(6) Share internal data results and collaboratively identify and prioritise strategies to improve as appropriate;</li> <li>(7) Monitor staff health and safety compliance ensuring corrective actions are taken as required;</li> <li>(8) Identify whole of digital group wide learning opportunities and implement strategies as appropriate.</li> </ul>

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<b>Financial Operations:</b> Group's financial operations are managed within budget.	<b>Financial Operations:</b> (1) Help Develop business plans and budgets for digital activities; (2) Monitor budget expenditure against plans, taking corrective action as required; (3) Provide Head of news and digital with robust and timely analysis of digital's financial position with appropriate recommendations as required. Also, always provide open and honest advice and feedback to head of news and digital. He wants it.

## PERSON SPECIFICATION

### Qualifications:

Appropriate qualifications in journalism.

### Knowledge & experience:

- An understanding of Radio NZ programming and Charter objectives.
- Experience as a senior journalist and leader with particular understanding of working across digital platform(s).

### Ideal experience and personal skills:

- Proven achievement and credibility as a journalist who sets and achieves high professional standards.
- Expertise in content management platforms and associated technology and an understanding of audience metrics.
- Successful track record in planning, budgeting and expenditure control.
- The proven ability to:
  - exercise sound judgment and act decisively
  - 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 flexibly 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 features 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**

- Inspires others with the vision
- Motivates and excites people and releases their energies
- Encourages and harnesses creativity and innovation
- Encourages staff to assume responsibility
- Develops leadership in others through coaching and mentoring
- Inspires and leads others' commitment towards change

- Sets and maintains cultural, ethical and behaviour standards

### **Strategic Capability**

- Sees the big picture and clearly articulates the future direction
- Formulates effective strategies and policies consistent with the Charter
- Balances long-, medium- and short-term goals
- Analyses problems and can extract the core of an issue
- Scans the external environment, seeks, analyses and utilises information on trends and other critical management information to shape plans and activities
- Influences and educates externally, while maintaining organisational values
- Acts through appropriate channels

### **Managing Self**

- Uses a variety of sources to gain personal insight and seeks continuous improvement in areas of weakness as well as strength
- Manages the balance between caring for self and meeting organisational needs and maintains focus, even under adversity
- Approaches work with a sense of purpose and self-control
- Anticipates and is open to change
- Remains persistent even under adversity, but knows when to let go
- Recovers quickly from setbacks, maintaining own health and safety and wellbeing
- Seeks, listens to and responds to feedback
- Is accountable for their role and responsibilities
- Manages time effectively, balancing career and personal life
- Will make, and act on, the unpopular decision, and offer frank advice
- Keeps Head of News and other relevant managers informed of areas of risk
- Acts ethically

### **Outcome Driven**

- Proactive and achievement-oriented
- Prioritises effectively, does what is important
- Challenges accepted wisdom and colleagues' assumptions
- Takes considered risks and experiments with unconventional solutions where appropriate
- Uses good judgement
- Involves others in working up change ideas
- Generates and analyses a range of options for individual and organisational improvement and solutions to problems, including a systematic analysis of risks and benefits
- Communicates and manages risks
- Monitors and evaluates plans to increase effectiveness in client service and outputs
- Makes effective and timely decisions, even when data is limited or solutions produce unpopular or unpleasant consequences
- Ensures the integrity of the organisation

### **Management**

- Disseminates information throughout the group so all individuals can fulfil their role requirements
- Encourages attitudes that support Radio New Zealand
- Holds and promotes an organisation-wide view
- Ensures a diverse workforce is appropriately selected, developed, managed, appraised and rewarded
- Considers external resourcing possibilities where appropriate
- Attends to morale, health and safety and wellbeing dealing quickly with problems
- Takes on tough issues – particularly those related to people – tactfully and compassionately, treating everyone with dignity and respect
- Tempers use of power with persuasion, give-and-take, and support for others
- Establishes performance standards and ensures they are met, takes timely corrective action
- Understands and appropriately applies all legislative requirements, regulations, policies and procedures
- Constructs effective business cases to support proposals
- Balances resources, using appropriately financial management, marketing expertise, cost-benefit analysis, capital resource decisions
- Uses technology to enhance decision making and streamline processes

### **Building Relationships**

- Takes a comprehensive view of the groups and people impacting on their role, covering the ramifications of issues for these groups and their sensitivities
- Represents, negotiates and advocates for the organisation and its work to those within and outside it
- Relates well at any level in the organisation or outside it
- Influences for the good of Radio New Zealand using a network of appropriate formal and informal contacts
- Uses those connections to anticipate and sort out problems before they become significant
- Obtains and keeps respect for external views
- Works with people from other organisations, including unions, and manages cross-boundary issues
- Considers elements of issues beyond own area of expertise while ensuring own views are communicated
- Supports the achievement of RNZ corporate strategy and policy even when it raises challenges in implementation
- Communicates clearly and convincingly, orally and in writing, to ensure understanding and remove ambiguity
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