

## Position Description

<b>Date</b>	March 18, 2021
<b>Location/Business Unit</b>	Auckland/Digital
<b>Reporting to</b>	Community engagement editor
<b>Direct Reports / Functional relationships</b>	Nil
<b>Position Type</b>	Social Media Journalist

## The Role / Position Purpose

- To assist with the management and curation of RNZ's social media platforms.

## Position Accountabilities – what you're responsible for

- Use social media to engage audiences, distribute and promote our journalism.
- Post and schedule stories to Facebook, Twitter, Instagram.
- Write sharp, clear, precise social media copy.
- Liaise with the newsroom, digital, podcast, commissioning and other teams to create and/or plan social content or roll-out plans for stories/series.
- Generate and edit social-specific content, including social videos, galleries, captioning and insta-stories.
- Advise programmes and journalists on social media best practice.
- Manage comments on Facebook.
- Monitor social media for breaking news and contribute to live coverage.
- 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.
- Collaborate and maintain effective liaison with other parts of RNZ.

## Candidate Profile / Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Tertiary journalism qualification or equivalent experience</li> </ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>Experience with social media platforms.</li> <li>Demonstrated experience in the use of social media to advance story development, distribute and promote content.</li> <li>Experience and understanding of audience engagement techniques, comment moderation and solicitation of user-generated content.</li> <li>Reporting and/or subbing experience for a news website or digital media organisation.</li> <li>Experience as a writer, combined with an excellent command of English and correct use of grammar and punctuation.</li> <li>Experience in still pictures, video and audio editing, development and use of graphics and visualisation of data.</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrated experience in breaking news, live blogging, hour by hour story development, features, analysis and context pieces, and online content curation.</li> <li>• Sound editorial judgement, and demonstrated ability to act decisively and effectively under pressure.</li> <li>• Reliable knowledge of media law and broadcasting standards.</li> <li>• Wide knowledge of New Zealand and international current affairs.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent subbing skills with the ability to adopt a variety of styles.</li> <li>• Good communication skills.</li> <li>• Fast and accurate keyboard skills.</li> <li>• Proficiency in all newsroom computer programmes.</li> <li>• Good time and self-management skills.</li> <li>• Excellent writing skills.</li> <li>• Photo and video editing skills</li> </ul>
<b>Competencies</b>	<p><b>Leadership and Teamwork</b></p> <ul style="list-style-type: none"> <li>• Helps make all team relationships work</li> <li>• Works in a consultative and positive manner</li> <li>• Manages disagreement in a constructive way, avoiding unpleasant confrontations</li> <li>• Explains their reasoning so others can understand</li> <li>• Accepts differences and looks for the positive</li> </ul> <p><b>Strategic Capability</b></p> <ul style="list-style-type: none"> <li>• Approaches each situation with a clear perception of limits and actual conditions in the context of their job and the organisation</li> <li>• Makes connections between issues and allows flexibility in solutions</li> <li>• Fulfils objectives communicated from the business plan</li> <li>• Thinks creatively</li> </ul> <p><b>Managing Self</b></p> <ul style="list-style-type: none"> <li>• Adjusts rapidly to new situations</li> <li>• Recognises responsibility for self-care in relation to health and safety and wellbeing</li> <li>• Seeks, listens to and responds to feedback</li> <li>• Balances different job responsibilities according to priorities, making progress in all areas</li> <li>• Seeks help in a timely way</li> <li>• Is accountable for their role and responsibilities</li> <li>• Can be relied on</li> <li>• Develops knowledge with sufficient depth for appropriate problem solving</li> <li>• Applies intellect in a rigorous way</li> <li>• Shows prudence and perspective in forming judgements, and flexibility in designing solutions</li> <li>• Acts ethically</li> </ul> <p><b>Outcome Driven</b></p> <ul style="list-style-type: none"> <li>• Keeps current in specialist or technical areas</li> <li>• Thinks laterally</li> <li>• Is energetic, enthusiastic and positive about achieving goals and resolving issues within cost constraints</li> <li>• Displays a high level of initiative, effort and commitment to RNZ and its Charter</li> <li>• Continuously improves services</li> <li>• Ensures that projects are completed in a timely manner and within budget</li> </ul>

**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