

## RNZ – Position Description

### Digital Journalist – RNZ Music

<b>Date</b>	June 2021
<b>Business Unit / Location</b>	RNZ Music, Auckland.
<b>Reports to</b>	Music Content Editor
<b>Type of role</b>	Permanent, full-time

### The Role / Position Purpose

To support the delivery of RNZ Music’s underserved audience strategy by assisting the Music Content Editor in planning and delivering high-quality and entertaining website and social media content.

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

### Position Accountabilities

- Initiate, write, edit, produce and publish music and entertainment-focussed content, news, features, analysis, background and other context pieces, columns and other digital content for RNZ Music’s new underserved audience platforms and social channels.
- Contribute ideas, insights, original material, context and lateral thinking to help develop our new brand and assist in developing its distinctive quality.
- Generate and edit social-specific content, including social videos, galleries, captioning and instastories.
- Make extensive and appropriate use of images, video, graphics, data and audio in multimedia storytelling.
- Use social media to engage audiences, distribute and promote our content.
- Ensure platforms are maintained to a high standard, including publishing content, and ensuring best practice content SEO is implemented.
- Working alongside the Music Content Editor to manage RNZ Music’s new social platforms to drive improved performance. This includes using analytics tools to monitor content performance
- Manage social comments.
- Monitor and analyse and report on social media data and trends.

### 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.

## Candidate Profile / Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"><li>• A relevant tertiary qualification (e.g. media, communications, journalism), or equivalent experience, is an advantage but not a necessity.</li></ul>
<b>Knowledge &amp; Experience</b> <i>(requirements increase with seniority):</i>	<ul style="list-style-type: none"><li>• Administration and/or project management experience</li><li>• Experience managing professional relationships both internal and external</li><li>• Experience working with Māori and Pacific communities is an advantage</li><li>• Knowledge of CMS/web publishing platforms</li><li>• Experience managing social media platforms</li><li>• Knowledge of image, video and graphics software</li><li>• Experience working in the music or broadcasting industry an advantage</li></ul>
<b>Skills</b>	<ul style="list-style-type: none"><li>• Excellent organisational and time management skills</li><li>• Excellent interpersonal and relationship management skills</li><li>• High standard of written communication, including an excellent command of English and correct use of grammar and punctuation</li><li>• Ability to streamline and simplify team/organisational processes</li><li>• Ability to solve problems creatively, in a high-pressure environment</li><li>• Exceptional level of competency in basic computer programmes including Outlook and Word; Apple and Android devices; social media platforms/apps</li></ul>
<b>Personal Attributes</b>	Team player who strives for group success over individual achievement Positive and enthusiastic person who helps motivate others Ability to remain calm under pressure Adaptable to change <ul style="list-style-type: none"><li>• Attention to detail and desire for accuracy</li><li>• Proactive, self-starter</li></ul>

	<ul style="list-style-type: none"><li>• Prepared to go the extra mile to deliver top quality content.</li></ul>
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## **Competencies** (full description available on request)

- Teamwork
- Strategic Capability
- Managing Self
- Outcome Driven
- Management
- Building Relationships