

## Social Media Producer

# Job Description

<b>Date</b>	November 2023
<b>Location / Business Unit</b>	Auckland or Wellington, Social Media
<b>Reporting to</b>	Social Team Lead
<b>Position Type</b>	Permanent, Full time

### Te Tūranga - About the Role

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

*As an independent and commercial-free public service broadcaster, RNZ's purpose is to strengthen Aotearoa and the Pacific through informative, challenging and entertaining content.*

### Te Mahi - About the job

- 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 Instagram 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.

## Ōu Pūkenga - About You

<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><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>	<ul style="list-style-type: none"><li>• Leadership and Teamwork</li><li>• Strategic Capability</li><li>• Managing Self</li><li>• Outcome Driven</li><li>• Building and Maintaining Relationships</li></ul>

# Te Ahurea - Our Culture

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## RNZ Attitudes

RNZ Attitudes are all about how we work. These attitudes are how we demonstrate our culture through our everyday actions, behaviour and decisions. They drive how we do things, what we value and what's expected of us. They exist so that RNZ is a culture for everyone to enjoy and flourish in.



We're bold and think big. We find a way to make things happen. We learn best by doing. We believe that trying and failing is better than not trying at all.



We deal with problems or new tasks with energy and creativity. We try new things, we evolve and we move fast.



We encourage people to flourish. we extend love and compassion to others and nurture relationships. We have collective strength and cherish individuality.

## Leadership Expectations

The Leadership Expectations outline what we expect our leaders to do. We have determined three critical capabilities that we need to focus on:

- Understand & Develop Self and Others
- Execute Strategy
- Lead Change & Uncertainty

At RNZ, we are all leaders in driving our culture and performance against our strategy.

 <p><b>I understand and develop myself and others</b></p>	 <p><b>I execute our strategy, with and through others</b></p>	 <p><b>I embrace and lead change</b></p>
<ul style="list-style-type: none"><li>• Understand my own development areas and actively work on them</li><li>• Create development plans for all my people</li><li>• Support your people to grow and develop by having regular and meaningful conversations</li><li>• Coach others and give feedback</li><li>• Have courageous conversations</li><li>• Lead with emotional intelligence</li></ul>	<ul style="list-style-type: none"><li>• Understand and communicate RNZ's strategic goals</li><li>• Create line of sight and set aligned team vision and goals</li><li>• Make decisions and empower my team to make decisions</li><li>• Operate with our target audience in mind</li><li>• Work collaboratively to achieve goals and resolve conflict</li></ul>	<ul style="list-style-type: none"><li>• Champion culture by role modelling the RNZ attitudes</li><li>• Understand and champion the case for change</li><li>• Communicate with others and bring people on the journey</li><li>• Support your people through change – building resilience and wellbeing of your teams</li><li>• Empower your people to try things, adapt and innovate</li><li>• Hold people to account</li><li>• Lead with a growth mindset</li></ul>