

## Audience Development Editor

# Job Description

<b>Date</b>	Nov 23
<b>Location / Business Unit</b>	News
<b>Reporting to</b>	Executive Editor Digital
<b>Direct Reports / Functional Relationships</b>	No reports. Functional relationships: Research and Insights team, Social team, and other divisions from time to time
<b>Position Type</b>	Full-time/permanent

### Te Tūranga - About the Role

To significantly increase overall reach, RNZ needs to grow its digital audience. Growing a digital audience requires a deep understanding of audience behaviours and responses to our content.

The Audience Development Editor role is responsible for monitoring RNZ's digital audience trends in pursuit of our goals, and in tracking the make-up of that, to ensure we are reaching an audience that best reflects the NZ population.

### Te Mahi - About the job

- Identify the types of content that are resonating most with our audience.
- Provide insights to ensure we have first mover advantage with upcoming trends in the future.
- Focus on data and analytics to inform the newsroom at the commissioning, creating and curating point of the story process.
- Democratisation of story analytics within the newsroom and assist News leadership with the creation of targets, KPIs and goals for audience growth.
- Regularly audit Newsroom outputs to ensure we are focussing our time and effort on the public interest journalism that is most relevant to – and reaching - agreed audiences.
- Contribute to SEO and Social best-practice in the Newsroom.

- Contribute overall to implementation of improved analytics across News and Content.

## Ōu Pūkenga - About You

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Tertiary-level journalism qualification or equivalent experience.</li> <li>• A proven journalist/editor with solid experience.</li> </ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Effective working knowledge of the media landscape including, but not limited to, industry products, audience behaviour and RNZ's strategy.</li> <li>• Understanding of RNZ's style requirements and editorial policies.</li> <li>• Experience and ability in identifying changing audience needs.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strong analytical and problem solving ability.</li> <li>• Modern storytelling and journalism formats</li> </ul>
<b>Competencies</b>	<ul style="list-style-type: none"> <li>• A lateral thinker with ability and willingness to learn and adapt.</li> <li>• Good organisation and planning, including the ability to work under pressure and meet deadlines.</li> <li>• Willingness to take and implement feedback, particularly in areas of skill and personal development.</li> <li>• Willingness and preparedness to experiment and change in ways that promote an audience first approach.</li> <li>• Demonstrates a high level of initiative, effort, and commitment to organisational strategy and outcomes.</li> <li>• Adaptability to changing circumstances and flexible in approach to organisational change.</li> <li>• A willingness to 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.</li> <li>• Commitment to producing a consistently high standard of work in all elements of the job description.</li> <li>• Demonstrate behaviour in a manner consistent with RNZ's values, policies and processes.</li> <li>• Flexibility, collegiality, competitiveness, and knowledge of Te Tiriti o Waitangi and tikanga and the RNZ Charter.</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>