

## Digital News Director

# Job Description

<b>Date</b>	July 2025
<b>Location / Team</b>	Auckland or Wellington, News
<b>Reporting to</b>	Executive Editor, Digital
<b>Functional Relationships</b>	Digital Journalists Homepage Editor Bureau Chiefs Checkpoint Producers Day/Night Editor Executive Editor, Digital Chief News Officer
<b>Role Type</b>	Fixed-term, Full-Time (40 hours per week)

## Te Tūranga - About the Role

Help lead an editorial team and direct daily content of RNZ's news on digital platforms, driving audience growth and a team culture. 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.

## **Te Mahi - About the job**

### **Digital Strategy**

- Ensure constant readiness and deployment of staff to break news and cover live developments of stories;
- Drive the digital journalism agenda, ensuring quality and timely content to engage and satisfy the audience;
- Balance the innovation necessary to drive a news and content agenda with exposure to risks, e.g. legal proceedings.
- Contribute to broadening the mix of digital content through commissioning independent content as appropriate;
- Lead and manage news planning for the newsroom ensuring the diary is updated and strong, original content is prioritised;
- Ensure material is built in a suitable way for our different digital platforms, including social media.
- Ensure connection between digital production of news and the use of analytical tools that measure audience engagement with stories.
- Work collaboratively with senior editorial staff across Radio New Zealand to achieve the highest quality news production for digital media.
- Work very closely with the day/night editor, news programme producers and bureau chiefs to achieve great results.
- Model a collegial and constructive approach that reinforces an 'audience first' focus and encourages team work.

### **Relationship Management**

- Work with colleagues to guide and assist the translation of content into digital form.
- Provide timely feedback to content providers, e.g. re the effective use of their content on digital platforms.
- Proactively monitor production of journalism stories against plans and timeframes.
- Communicate complex digital terms or issues to colleagues across the business in plain language and respectfully. '
- Lead and manage news planning to ensure a flow of content to all platforms

### **Staff Leadership and Development**

- Lead team with ideas to innovate and encourage staff to innovate with news stories.
- Build capability in all aspects of staff including delegating assignments.
- Collaborate with staff to identify and implement ongoing training and development opportunities.

## Ōu Pūkenga - About You

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Appropriate qualifications in journalism</li> </ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>• An understanding of RNZ programming and Charter objectives.</li> <li>• Experience as a senior journalist and leader with particular understanding of working across digital platform(s).</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Proven achievement and credibility as a journalist who sets and achieves high professional standards.</li> <li>• Expertise in content management platforms and associated technology and an understanding of audience metrics.</li> <li>• Exercise sound judgment and act decisively</li> <li>• Think and act strategically, e.g. organisational awareness</li> <li>• Apply an understanding of the media sector in NZ and appreciate key market, consumer and technological trends</li> <li>• Think flexibly and creatively with an ability to quickly grasp complex topics</li> <li>• Persist in achieving results by effectively managing own time, overcoming obstacles and or tolerating ambiguity</li> <li>• Maintain own health, safety, welfare to ensure optimum resilience and performance in difficult situations or under stress.</li> <li>• 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.</li> <li>• Apply all legislative requirements, regulations, policies and procedures related to area of responsibility and specialised expertise</li> <li>• The willingness to understand and promote the value of diversity, including obligations under the Treaty of Waitangi</li> </ul>
<b>Personal Attributes</b>	<p><i>Proven credible leadership experience/achievement in:</i></p> <ul style="list-style-type: none"> <li>• Building loyalty, commitment trust and pride,</li> <li>• Influencing others and creating a respectful work environment fostering innovation and fun,</li> </ul>

- Modelling collaboration with others outside the group
- Recruitment and staff development skills
- Facilitating effective staff performance including supportive attitudes of RNZ 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
- Recognises the value of cultural and community diversity

# Te Arurea - 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.