

Chief Audio Officer

Job Description

Date	July 2025
Business Unit	Executive Team (Auckland)
Reporting to	Chief Executive Officer
Functions	<ul style="list-style-type: none">• RNZ stations: National and Concert• Audio content creation, including Podcasting• Operations and Sound Engineering
Budget	~\$10 million
Position Type	Permanent, Full-time

Te Tūranga - About the Role

The Chief Audio Officer (CAO) is a visionary leader responsible for shaping and executing RNZ's audio strategy, encompassing audio and programming on all platforms (live listening, on-demand and digital) and associated multimedia.

The CAO will have a deep understanding of audiences, their needs and how to meet them, working collaboratively with the executive and across RNZ to ensure we have a cohesive approach to providing outstanding public media that matters and delivering the RNZ Charter.

Te Mahi - About the job

Strategic Leadership

- Develop and implement a comprehensive audio strategy that meets the role relevant RNZ Statement of Performance Expectation measures, and supports our people to excel in audio
- Ensure the audio strategy is clearly communicated, understood and supported by leadership and kaimahi

- Translate the audio strategy into operational outcomes and initiatives that are reflected in the performance requirements for teams
- Ensure audio initiatives reflect and support the strategy and are aligned with RNZ's brand identity, audience engagement goals and technological innovation
- Ensure initiatives encompass a strategic approach to multimedia content
- Take a strategic, long-term approach to on-air and audio talent development that encourages high-performance, succession planning and strong audience engagement
- Champion the highest standards of relevance and quality of audio on all platforms (live listening, on-demand such as podcasting and digital)
- Work collaboratively with the audience research team to continually refine the audio strategy and any sub-strategies
- Work closely with Chief News Officer to make sure audio works together across all platforms.

Audio Branding & Identity

- Ensure our audio offering helps grow and build on RNZ's agreed brand strategy
- Ensure the tone and feel of audio content grows engagement and trust with RNZ and its audio brands
- Collaborate to ensure consistent brand messaging across audio products
- Contribute knowledge and insights to ensure RNZ's brand strategy continues to adapt with the audience.

Operational Delivery

- Meet audience needs through an intimate understanding of programming and content requirements which is shared across RNZ including operations
- Lead the creation of high quality and innovative audio content with storytelling remaining a strength
- Oversee the creation and distribution of audio content including for podcasts, voice speakers, soundtracks, and branded audio experiences.
- Lead the delivery of programming that is timely, relevant and authoritative, ensuring the stations operate efficiently with a clear and focused plan
- Use technology resources and techniques to enable an efficient, well trained and right-sized workforce
- Optimise RNZ's unique position in the market.

Technology & Innovation

- Identify emerging audio trends and technologies to keep the organisation at the forefront of innovation
- Understand and respond to the impact of AI on audience behaviour
- Work with CTO and Director of AI to identify, evaluate and implement technology opportunities
- Partner with product and engineering teams to integrate audio into on-demand and digital products and services.

Analytics & Optimisation

- Use insights to empower teams to make good decisions on how to meet the needs of specific audiences
- Monitor performance metrics and report on performance of audio initiatives.

Deliver the Charter and embed the principles of Te Tiriti

- Collaboratively define and articulate to audio group its requirements to meet the Charter including, but not limited to, accuracy, independence, topicality and fairness
- Incorporate Charter requirements into the audio strategy and ensure performance requirements are in place for teams
- Incorporate performance against Charter requirements as routine reporting within the group
- Work with the Tumu Māori to effect positive change for audiences and kaimahi in-line with the Rautaki Māori.
- For more information, and to read the RNZ Charter, please visit [RNZ : charter](#)

Leadership and Development

- Work collaboratively with the executive to ensure we have a cohesive approach to providing outstanding public media that matters
- Ensure kaimahi have the right capability and are supported to successfully execute the audio strategy
- Build higher quality leadership and management at all levels in the audio group, ensuring all roles and accountabilities are clearly defined and understood
- Incorporate measures from the audio strategy into performance requirements and plans which are regularly monitored
- Ensure direct reports have clear development plans in place aligned with RNZ's leadership expectations and that they have the same in place for their kaimahi
- and support direct reports, ensuring and productivity within their roles, the RNZ Leadership team and wider organisation.

Organisational Culture

- Ensure a high-performance and constructive culture is developed and maintained
- Recruit diverse and skilled talent that adapt to RNZ requirements
- In conjunction with people team, identify critical positions for succession planning and implement strategies to develop kaimahi
- Share audience results and internal engagement results, working collaboratively to identify and prioritise strategies in response
- Lead a planned approach to increasing the engagement score at an RNZ and group level (including manager score) for the audio group
- Monitor the group's health and safety performance
- Create and take part in cross functional project teams when required to meet RNZ strategic goals (avoiding silos and patch protection)
- Change is well planned, communicated and introduced collaboratively.

Financial Operations

- Develop business plans and budgets for the audio group's activities.
- Monitor budget expenditure against plans, taking corrective action as required. Manage within budget.
- Provide the CEO with robust, accurate and timely analysis of group's financial position with appropriate recommendations as required.

Ōu Pūkenga - About You

Knowledge and Experience	<p>Preferred experience:</p> <ul style="list-style-type: none">• Demonstrated capability in developing and implementing audio strategies at a senior level• 10+ years in audio-related roles, with at least 5 years in a leadership position, leading leaders• Expertise in running live radio and audio brands• A track record of successfully growing audience engagement and reach in competitive markets• Programming experience, with a high preference for experience in talk• Proven experience in audio production and sound design• Strong understanding of audio branding, voice technology and digital media• Expertise in interpreting and responding to audio audience data and insights to effect successful change• Experience developing audio content on multiple platforms for multiple audiences• Has successfully initiated and implemented change that improves quality and productivity• Can demonstrate internal and external relationship management at senior levels and with diverse groups of people• Experience resolving complaints about audio content.
Skills	<ul style="list-style-type: none">• Understand & develop self and others• Execute Strategy• Lead Change & Uncertainty <p><i>See RNZ's leadership expectations.</i></p>
Personal Attributes	<ul style="list-style-type: none">• Collaborative to the core, loves being part of an executive team• Brings a passion for audio, live broadcast and media• Has a creative mindset with a passion for storytelling and sound innovation• Believes the role of public media in society is important

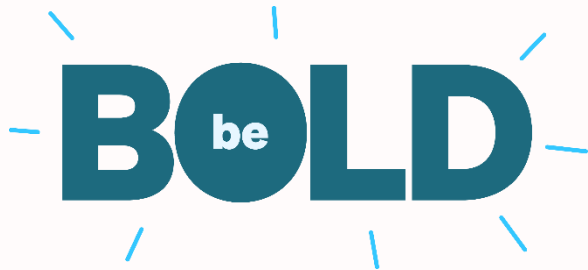
- Willing to make changes that benefit our audience and mix of audio content
- Operates on a 'no surprises' relationship basis
- Gets leadership, communication and project management and can develop others in this space
- Uses Te Reo and Tikanga or at a minimum committed to upskilling
- Exercises sound judgment and act decisively
- Thinks and acts strategically, with an ability to quickly grasp complex topics
- Persists in achieving results by overcoming setbacks and obstacles
- Stays calm and level-headed in difficult situations or under stress, and can tolerate ambiguity
- Is willing to solicit and act on constructive feedback.

See RNZ's Attitudes.

Te Ahurea - Our Culture

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.

Connect to purpose and set direction	Drive performance and innovation	Engage and develop your team	Foster belonging and inclusion
<ul style="list-style-type: none"> • Understand and communicate RNZ's charter & strategic goals • Create a connected team purpose • Create line of sight. Set goals aligned to department and RNZ priorities • Support your team to achieve goals • Communicate consistently and often 	<ul style="list-style-type: none"> • Facilitate your team's mahi with our audiences in mind • Support your team to work collaboratively to achieve goals • Leverage team expertise across RNZ • Encourage your people to try things, adapt and innovate • Enable your team to grow and challenge existing thinking and practices 	<ul style="list-style-type: none"> • Have meaningful development conversations • Coach others and give feedback, be courageous • Prioritise learning and development opportunities • Influence and interact with others constructively • Resolve conflict and issues with empathy and accountability • Celebrate success • Prioritise resilience and wellbeing 	<ul style="list-style-type: none"> • Champion the importance of RNZ initiatives that support us to represent and respect diverse communities in our content • Honour our Te Tiriti and Rautaki Māori commitments • Role model the RNZ attitudes • Facilitate your team to strengthen our constructive and inclusive culture • Foster an environment where people feel safe to be themselves and speak up