

Multimedia Producer, Culture 101

Job Description

Date	September 2025
Location / Team	Auckland, Wellington / Music, Arts and Culture
Reporting to	Executive Editor, Lifestyle & Entertainment
Position Type	Permanent, Full-time

Te Tūranga - About the Role

Be part of the team producing RNZ National's flagship arts and culture show, Culture 101, by identifying, pitching and arranging great stories and guests that are fresh, relevant and entertaining for our audiences live on-air and online.

Working with the Music, Arts and Culture team, and colleagues from across RNZ, you will lead production and delivery of a vibrant, lively and interactive experience with engaging and up-to-the-minute content that serves RNZ's audiences across all platforms.

Te Mahi - About the job

- Chase and pitch arts and culture stories and guests, applying creative thinking to ensure they are original, compelling, and suited to RNZ's audiences across on air, online and social platforms.
- Develop a strong understanding of audience needs to shape engaging MAC story ideas and angles, and to identify opportunities that deliver the best outcomes across RNZ platforms
 - Pull together relevant research material, write accurate and inventive introductions and question lines for the presenter, identifying and executing opportunities to maximise the impact of guests and stories. Produce recorded and live interviews (including audio recording and editing).

- Follow RNZ processes for on air production, including pre-recording and high-quality editing as necessary, and line producing the live radio show every Sunday.
- Lead promotion for the show and identify opportunities to be interactive with our audiences, both live on air, and through other channels.
- Step in to cover for MAC producer colleagues on stories and programmes as required.
- Collaborate with the MAC team, programme presenter, multimedia producer, and RNZ digital and social teams to deliver Culture 101 and wider MAC content, using images, video, graphics, data and audio effectively across all RNZ platforms.
- Meet RNZ's high journalistic standards for objectivity and quality, in accordance with the RNZ Editorial Policy and the team's content strategy.
- Support the vision of the MAC team, helping colleagues with ideas, advice and backfill, on stories or programmes as required.
- Participate in RNZ-wide planning, particularly for key arts and culture events.
- Maintain a diverse and relevant list of contacts.

Ōu Pūkenga - About You

Qualifications	• A relevant tertiary qualification (e.g., media, communications, journalism), or equivalent experience, is an advantage.
Knowledge, Experience & Skills	• Proven experience as a radio producer, including handling breaking news/rolling coverage on air and providing backup cover for other programmes. • Established strong knowledge and interest in NZ arts, culture and music communities. • Strong understanding of story opportunities, development of stories, and telling a range of stories across different interests. • Administration and/or project management experience. • Experience managing professional relationships both internal and external. • Knowledge of on-air play-out systems and audio editing software • Knowledge of CMS/web publishing platforms Experience working across social media platforms and creating engaging content, including video editing.

	• Strong interpersonal and communication skills • Excellent analytical skills • Established journalistic experience with strong and demonstrated writing skills for both radio & online platforms.
Personal Attributes	• Clear and effective communicator • A critical thinker who generates fresh ideas and finds practical solutions to problems. • Organised and composed under pressure, while being flexible and adaptable. • Willing to own mistakes and take on feedback • Shows initiative and accountability. • A sense of humour • A team player

Te Arurea - 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.