

## Digital Producer - RNZ Concert

# Job Description

---

<b>Date</b>	May 2026
<b>Location / Team</b>	RNZ Concert, Wellington
<b>Reporting to</b>	RNZ Concert Manager
<b>Functional Relationships</b>	Radio presenters and producers, the Presentation Team Lead, live music producers and wider RNZ teams
<b>Role Type</b>	Full Time Fixed Term, 12 months

### Te Tūranga - About the Role

This role offers a rare opportunity to contribute to a vibrant experience for our digital audiences by producing engaging, entertaining and interesting classical music-related content across a range of platforms to contribute to the achievement of RNZ strategic goals.

### Te Mahi - About the job

As the Digital Producer – RNZ Concert, your focus will be the production and delivery of engaging and entertaining content to our digital audiences. You will:

- Understand and enjoy celebrating classical music and its community in Aotearoa.
- Participate in editorial planning to generate, refine and place the best stories and activities in the right places to engage interested audiences across RNZ and other platforms.
- Manage the RNZ Concert Facebook account and contribute to the RNZ Music social media accounts including YouTube (pitch to the RNZ social media accounts).
- Film, edit and publish social media video content (press conference / red carpet / voxpopping experience desirable).

- Feature RNZ Concert stories, kaimahi, interviewees, events, and partners to grow digital audience engagement.
- Manage the publication of RNZ Concert audio content to streaming platforms.
- Collaborate with RNZ Concert partner organisations to increase the reach of shared projects and events.
- Support live events by creating behind the scenes / front of house photography and video, written content.
- Create and publish content for the RNZ Concert website.
- Compile newsletter content.
- Understand and apply relevant copyrights, permissions and usage rights.
- Contribute to other RNZ workstreams including radio production, music scheduling, and live music events.

## • Ōu Pūkenga - About You

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Music or media qualification an advantage.</li> </ul>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Social media content creation and publication experience.</li> <li>• Knowledge of classical music, its makers and stories in NZ.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills</li> <li>• Strong verbal and written communication</li> <li>• Publication-ready writing and editing</li> <li>• Confident video/audio editing, photography, web publishing, social media.</li> <li>• Good planning and time management.</li> <li>• Attention to detail.</li> <li>• Proficiency in Excel and metadata</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• An excellent communicator with the ability to maintain and nurture key relationships.</li> <li>• Familiarity with key people and organisations in the music, arts and culture communities.</li> <li>• Ability to frame music information for a general audience and is audience focused.</li> <li>• Proactive ideas generator</li> <li>• Quickly adapts to need for change and is flexible in approach.</li> <li>• Collaborative team player</li> <li>• Recognises the value of cultural and community diversity.</li> <li>• Curiosity and a desire to get things right (pronunciation, spelling, facts).</li> <li>• Keen to share the love of classical / art music with new people.</li> </ul>

# 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.