



Casual Digital Content Producer – Lifestyle & Entertainment

Job Description

Date	September 2026
Location / Team	Audio / Auckland or Wellington preferred
Reporting to	Lifestyle and Entertainment Digital Team Lead
Direct Reports / Functional Relationships	No direct reports / Digital Content Producers
Role Type	Casual; regular shifts primarily Fridays and Saturdays

Te Tūranga | About the Role

Part of RNZ's strategy involves continuing to expand our content and distribution to connect with a growing and increasingly diverse audience. As the way news and media is consumed changes, a significant part of that strategy involves using digital platforms and content to reach those varied audiences.

In this casual role, you will create, curate and publish topical, lively and engaging digital lifestyle, entertainment, music, arts and culture content for a variety of RNZ digital platforms. Drawing on strong digital publishing skills, visual storytelling and audience awareness, you'll help showcase RNZ's journalism to existing and new audiences.

This is a flexible casual role supporting the Lifestyle & Entertainment team during periods of leave, peak workloads and special projects. You'll work alongside journalists, producers and editors to help deliver high-quality public media content across RNZ's digital platforms. Regular shifts are expected to fall on Fridays and Saturdays, so availability on those days is essential, with occasional additional shifts available as required.

Te Mahi | About the Job

- Create, curate, produce, edit and publish topical, lively and engaging digital lifestyle, entertainment, music, arts and culture content for RNZ platforms.
- Write engaging headlines, standfirsts and social copy.
- Source and package images, video, audio and graphics to enhance storytelling.
- Homepage and schedule content using RNZ publishing systems.
- Monitor breaking trends, social conversations and emerging audience interests.
- Support live coverage and special digital projects when required.
- Collaborate positively with journalists, radio producers, editors and digital teams across RNZ to develop, polish and showcase quality storytelling.
- Use audience analytics to inform editorial decisions and content presentation.
- Contribute ideas for new storytelling formats, visual journalism and audience engagement initiatives.
- Maintain RNZ standards of quality, accuracy, impartiality and independence, and demonstrate a working knowledge of obligations under the RNZ Charter.
- Undertake training, development and other tasks or assignments as required from time to time.

Health and Safety

- Take responsibility for your own health and safety and that of others.
- Participate in safety meetings and activities as required by RNZ.
- Comply with RNZ Health and Safety policies and guidelines and complete relevant responsibilities.

Ōu Pūkenga | About You

Qualifications

- A tertiary qualification in journalism or an equivalent level of experience.

Essential Knowledge and Experience

- Experience writing, editing, reporting, subbing or producing content for a news website or digital media organisation.
- Excellent written English, grammar, punctuation and editing skills.
- Strong news sense, sound editorial judgement and the ability to act effectively under pressure.
- Experience using content management systems and social media platforms.
- Confidence working to deadlines in a fast-paced newsroom environment.
- Ability to work independently and collaboratively, with strong organisational skills and attention to detail.
- Working knowledge of media law and broadcasting standards.

Desirable Knowledge and Experience

- Experience producing digital lifestyle, entertainment, music, arts or culture content.
- Experience with still images, video or audio editing, graphics or data visualisation.
- Experience using analytics to understand audience engagement and guide content decisions.
- Experience with homepage production, newsletters, live blogs or audience engagement tools.
- Experience using social media to develop, distribute and promote stories.

Personal Attributes

- Curious, creative and digitally minded.
- An excellent communicator who can build and maintain effective relationships.
- Adaptable, reliable and quick to learn new systems and workflows.

- A collaborative and supportive team player.
- Committed to reflecting the diversity of Aotearoa in content and storytelling.
- Willing to understand and promote the value of diversity, including RNZ obligations under Te Tiriti o Waitangi.

Ngā Hua: What we offer

- A chance to shape the national conversation and serve the public good
- A friendly, welcoming and inclusive culture.
- Regular development and training opportunities for our people.
- Salary reflecting the living wage and matched KiwiSaver contributions up to 4%.
- Comprehensive parental leave over and above standard legislation.
- Flexible work options and additional leave provisions for some roles.
- Wellbeing support, including access to a confidential guidance and counselling services.

Te Arurea | Our Culture

RNZ Attitudes guide how we work and how we demonstrate our culture through everyday actions, behaviour and decisions. We are bold and think big, aim to make every day better, and practise manaakitanga by nurturing relationships, collective strength and individuality.

Applications close: Sunday 4th October 2026, unless filled prior.

To apply for this role please complete your application on our careers site, including your covering letter and a CV. If applying through Seek you will be able to view and download a copy of the job description for this role after clicking Apply.

If you'd like to speak to someone about this role, please get in touch with the recruitment team on jobs@rnz.co.nz

RNZ is committed to the principles and practices of Equal Employment Opportunity and welcomes applicants reflecting New Zealand's cultural and ethnic diversity.

