

Social Media Editor

Job Description

Date	March 2024
Location / Business Unit	Flexible, Content
Reporting to	Chief Content Officer
Direct Reports / Functional Relationships	Social Media Journalists
Position Type	Permanent, Full-time

Te Tūranga - About the Role

Be a champion for RNZ's great content on social media, video, and other platforms off RNZ's own broadcast and digital channels.

You'll work with your team and other editorial leaders to establish a vision for curating and creating storytelling across different platforms, and you will be responsible for understanding and developing new strategies, tools and workflows as those platforms evolve.

You'll be a great people leader and direct the day-to-day management of RNZ social media platforms and other platforms (including YouTube, Freeview, Brightcove), driving audience engagement and contributing to audience growth.

You'll have a great understanding of audiences and content, and the relationship between them.

Te Mahi - About the job

- Ensure RNZ’s content and personalities are maximised inline with RNZ’s social media policy.
- Contribute to the ongoing development and achievement of digital strategy and initiatives optimising online engagement with great content.
- Contribute to driving the focus of live content and a live experience, and enhancing our real-time coverage of breaking news offering for audiences.
- Assist in planning coverage of major breaking events; including helping feed information back to the news editor and wider newsroom.
- Progressively build and maintain engagement with online and social media communities, and ensure social media strategy is communicated and understood internally, with the intention of driving audience growth.
- Help build user generated content (UGC) and policies for presenting it, contributing to RNZ’s brand and credibility.
- Advocate for social storytelling across platforms, working collaboratively with editors and reporters across RNZ on how to grow their skills in social media and how to optimise their content.
- Model a collegial and constructive approach that reinforces an ‘audience first’ focus, ensures Editorial and RNZ Charter guidelines are met, and encourages team work.
- Manage external relationships with social media and other off platform companies.
- Experiment with, set strategies and plan tactical operations for new and emerging platforms.
- Enhance use of existing platforms including but not limited to, Facebook, Instagram, TikTok, Spotify, Voice Apps etc.
- Ensure social media operations are managed within budget including developing plan, monitoring expenditure, providing analysis and recommendations on return on investment and taking corrective action as required.
- Lead, grow and shape the social media team including, encouraging staff to innovate with stories, defining all roles and accountabilities, and measuring standards, performance and effectiveness of the team and yourself.

Ōu Pūkenga - About You

Qualifications	<ul style="list-style-type: none"> • A tertiary qualification on Journalism is desirable.
Knowledge & Experience	<ul style="list-style-type: none"> • An understanding of Radio NZ programming and Charter objectives. • Demonstratable experience or knowledge of developing and implementing community engagement through one or more social media platforms. • Existing knowledge and experience and a commitment to giving effect to Te Tiriti o Waitangi and tikanga.
Skills	<ul style="list-style-type: none"> • Proven achievement and credibility as a journalist who sets and achieves high professional standards.

	<ul style="list-style-type: none"> • Expertise in social media technology and an appreciation of audience metrics. • Successful track record in live experience and or responsiveness to engage an audience. <p><i>The proven ability to:</i></p> <ul style="list-style-type: none"> • Exercise sound judgment and act decisively, including seeing the potential to break stories from social media trends; • Think and act strategically, e.g. Organisational awareness; • Apply an understanding of the media sector in NZ and appreciate key market, consumer and technological trends; • Think and act flexibly (particularly responding to trends) and creatively with an ability to quickly grasp complex topics; • Persist in achieving results by effectively managing own time, overcoming obstacles and or tolerating ambiguity; • Maintain own health, safety, welfare to ensure optimum resilience and performance in difficult situations or under stress. • 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. • Apply all legislative requirements, regulations, policies and procedures related to area of responsibility and specialised expertise. <p><i>Proven credible leadership experience/achievement in:</i></p> <ul style="list-style-type: none"> • Building loyalty, commitment trust and pride, • Influencing others and creating a respectful work environment fostering innovation and fun, • Modelling collaboration with others outside the group; • Recruitment and staff development skills; • Making best use of staff abilities including Identifying and nurturing talent. • Conflict management (including interpersonal and working style differences)
<p>Personal Attributes</p>	<ul style="list-style-type: none"> • Ability to work in situations where there are a multiple tasks and conflicting priorities. • Ability to relate to staff at all levels in the company • Ability to work under pressure to deadlines. • Collaborative team player • Quickly adapts to need for change, is flexible in approach • Recognises the value of cultural and community diversity

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.

 <p>I understand and develop myself and others</p>	 <p>I execute our strategy, with and through others</p>	 <p>I embrace and lead change</p>
<ul style="list-style-type: none">• Understand my own development areas and actively work on them• Create development plans for all my people• Support your people to grow and develop by having regular and meaningful conversations• Coach others and give feedback• Have courageous conversations• Lead with emotional intelligence	<ul style="list-style-type: none">• Understand and communicate RNZ's strategic goals• Create line of sight and set aligned team vision and goals• Make decisions and empower my team to make decisions• Operate with our target audience in mind• Work collaboratively to achieve goals and resolve conflict	<ul style="list-style-type: none">• Champion culture by role modelling the RNZ attitudes• Understand and champion the case for change• Communicate with others and bring people on the journey• Support your people through change – building resilience and wellbeing of your teams• Empower your people to try things, adapt and innovate• Hold people to account• Lead with a growth mindset