

## Director of AI Strategy & Implementation

# Job Description

Date	March 2025
Location / Team	Wellington, Regional
Reporting to	Chief Performance Officer
Direct Reports or Functional Relationships (if needed)	Chief Content Officer, Chief News Officer, Chief Technology officer, Director of Editorial Standards and Leadership Development Specialist
Role Type	Full time, Fixed Term

### Te Tūranga - About the Role

We are seeking a forward-thinking and ethically driven Director of AI Strategy & Implementation to lead the responsible adoption of AI within RNZ. This role will oversee the integration of AI tools, ensuring alignment with our journalistic and ethical standards, while enhancing operational efficiency and audience engagement.

### Te Mahi - About the job

You'll play a pivotal role in shaping the future of AI in public media and the wider sector. You'll work with people committed to ethical journalism and technological innovation and enjoy a collaborative work environment where your expertise will drive meaningful value.

#### Strategy & Governance

- Develop and implement an AI strategies and roadmap aligned with public media values, focusing on transparency, fairness, and accountability.
- Establish AI ethics and governance frameworks to guide responsible AI adoption.

- Conduct AI readiness audits to assess workflows, infrastructure, and workforce capabilities.
- Monitor AI advancements, regulatory changes, and industry best practices to refine AI strategies.
- Identify and manage risks to RNZ posed by AI

#### Implementation & Oversight

- Lead cross-functional AI groups comprising editorial, technology, legal, and HR representatives.
- Oversee pilot programs for AI integration in areas like transcription, metadata generation, and content recommendations.
- Evaluate AI tools and vendors, ensuring alignment with organisational needs and compliance standards.
- Develop policies to ensure human oversight in AI-assisted production.

#### Training & Employee Engagement

- Design and implement AI literacy programs for staff to foster understanding and encourage participation.
- Organize training sessions and workshops on AI tools for journalists, editors, and content creators.
- Promote innovation through internal AI hackathons and idea-sharing forums.

#### Audience Transparency & Ethical AI Use

- Ensure that AI usage is clearly communicated to audiences to maintain trust and credibility.
- Develop guidelines for AI-generated or AI-assisted content, ensuring audience awareness and ethical considerations.
- Work with audience research teams to use AI-driven insights for engagement without compromising editorial integrity.

#### Budget & Resource Management

- Develop and manage budgets for AI initiatives, including technology investments, training programs, and pilot projects.

## Ōu Pūkenga - About You

<p><b>Qualifications</b></p>	<ul style="list-style-type: none"> <li>• Tertiary qualification in a relevant field such as Media Studies, Journalism, Computer Science, Data Science, Business, or a related discipline</li> </ul>
<p><b>Knowledge &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Proven experience in AI strategy, digital transformation, or innovation leadership within media, technology, or related industries.</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong understanding of AI ethics, governance, and regulatory compliance, particularly in media and journalism.</li> <li>• Experience managing cross-functional teams and large-scale projects.</li> <li>• Familiarity with AI applications in content creation, audience insights, and workflow automation.</li> <li>• Excellent communication and leadership skills to drive change across various stakeholders.</li> <li>• Strong budget management and strategic planning experience.</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Strategic thinking and problem-solving skills to develop and implement AI initiatives.</li> <li>• Strong project management abilities to oversee AI integration across departments.</li> <li>• Technical literacy to evaluate AI tools and collaborate with IT teams.</li> <li>• Effective communication skills to engage stakeholders at all levels.</li> <li>• Ethical judgment and decision-making skills to ensure responsible AI use.</li> <li>• Analytical skills to assess AI effectiveness and drive continuous improvements.</li> </ul>
<p><b>Personal Attributes</b></p>	<ul style="list-style-type: none"> <li>• A forward-thinker who can identify opportunities for AI-driven improvements.</li> <li>• Strong commitment to ethical AI practices and responsible journalism.</li> <li>• Ability to navigate change and drive adoption in a dynamic media landscape.</li> <li>• Works well across teams and disciplines to foster a shared AI vision.</li> <li>• Ability to mentor and support staff through AI transitions.</li> </ul>

# Te Arurea - Our Culture

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## 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.



**be BOLD**

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.



**Day  
Every  
Better**

We deal with problems or new tasks with energy and creativity. We try new things, we evolve and we move fast.



**Manaaki**   
**tanga**

We encourage people to flourish. we extend love and compassion to others and nurture relationships. We have collective strength and cherish individuality.

## Leadership Expectations

Our Leadership Expectations outline how we expect our leaders to show up, leading their teams, creating an inclusive and constructive culture and enabling the delivery of our strategy. We have determined four critical capabilities that we need to focus on:

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