

ROLE PROFILE: PROMOTIONS MANAGER

JOB #	4082
DEPARTMENT	Content
ROLE REPORTS TO	Head of Content
REPORTING TO THIS ROLE	Production Manager, Senior Promos Producer, Promos Producers
WORKING WITH THIS ROLE	All of the content team including the Promotions Scheduler and Commissioning
LIAISES WITH INTERNAL	Marketing, Presentation
LIAISES WITH EXTERNAL	Sponsors & Independent Production Companies

PURPOSE AND PRIMARY GOALS OF ROLE:

- Plan, manage and direct on-air promotions for all platforms in line with specific brand strategies
- Achieve high levels of creativity and efficiency with-in budget.
- Lead, manage and train a creative team and ensure briefs, deadlines and budgets are consistently met across all platforms
- Manage & produce promos, TVC's, sponsorship, sales and presentation content, interstitials, classification slates, sneak previews, pre-rolls and continuity as required
- Work closely with the Marketing Department ensuring synergy between digital and linear
- Translate our marketing objectives into creative strategies
- In conjunction with Designers create & design idents, branding, end boards, content to promote the identity of both channels
- Implement and meet required BSA standards for all content

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
Human Resource Management	<ul style="list-style-type: none"> Employ sufficient staff to run the department 	<ul style="list-style-type: none"> People are employed as required and within budget 	<ul style="list-style-type: none"> Able to analyse and measure competencies Recruitment Role-profiling
	<ul style="list-style-type: none"> Address training requirements 	<ul style="list-style-type: none"> Overall team competency level is increased on a regular basis 	<ul style="list-style-type: none"> Gap analysis
	<ul style="list-style-type: none"> To provide strong leadership to the team To ensure that the promotions team is motivated 	<ul style="list-style-type: none"> 90% retention Attendance maximised Staff Appraisals are performed Team Satisfaction 	<ul style="list-style-type: none"> Motivational management model Coaching Delegation Team Focus
	<ul style="list-style-type: none"> Determine staff rosters 	<ul style="list-style-type: none"> Effective roster is put in place and maintained 	<ul style="list-style-type: none"> Time management is exercised Staff Roster
Promotions Content	<ul style="list-style-type: none"> In consultation with Content team and Marketing create and define the weekly allocations 	<ul style="list-style-type: none"> Clear, well thought out and targeted briefs 	<ul style="list-style-type: none"> Professional knowledge and experience of all facets of promotions across all platforms Understand our audience Commercial Appreciation Social Appreciation
	<ul style="list-style-type: none"> In consultation with Marketing 	<ul style="list-style-type: none"> Good quality work as measured by audience response Quality graphics & design that reflect the channel 	<ul style="list-style-type: none"> Critical analysis Communication Decision Making Design background Writing Skills Music appreciation Directing & Producing Ability to negotiate good rates as required

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
	<ul style="list-style-type: none"> Monitor editing of material and creation of items to go to air. Advise on scripting 	<ul style="list-style-type: none"> Good quality Promotions as measured by audience response 	<ul style="list-style-type: none"> Critical analysis, senior editorial experience Knowledge of Te Reo Decision Making Professional Knowledge
	<ul style="list-style-type: none"> Quality assess material with reference to legal and MTS content guidelines 	<ul style="list-style-type: none"> All material that goes to air is legally acceptable and falls within MTS content guidelines 	<ul style="list-style-type: none"> BSA Knowledge Interpretation Critical assessment
Getting the promos to Air and online	<ul style="list-style-type: none"> Delivery of the Promos package at scheduled times and on budget. 	<ul style="list-style-type: none"> Presented in correct format, on time and on budget. 	<ul style="list-style-type: none"> Prioritising Organisation and coordination Time management
Assess Performance and make Changes	<ul style="list-style-type: none"> Continually revisit past performance, and make changes to improve and enhance mahi 	<ul style="list-style-type: none"> Well thought out changes and enhancements 	<ul style="list-style-type: none"> Critical analysis Research interpretation Problem solving
Achieve Financial Outputs	<ul style="list-style-type: none"> Set up the annual operating budget for the Promotions operation 	<ul style="list-style-type: none"> Annual budget completed on time each year 	<ul style="list-style-type: none"> Report writing skills
	<ul style="list-style-type: none"> Monitor financial targets, identify trends and implement remedial action as required 	<ul style="list-style-type: none"> Action planned 	<ul style="list-style-type: none"> Financial Management
Health & Safety	<ul style="list-style-type: none"> Maintain safe working practises Ensure risk to self and others avoided Identify & report all hazards Report all accidents 	<ul style="list-style-type: none"> Safe working practises reviewed No exposure to risk 	<ul style="list-style-type: none"> Knowledge of safe working practises for all tasks Knowledge of H & S policy
Reporting	<ul style="list-style-type: none"> Report regularly to the HOD Content 	<ul style="list-style-type: none"> Reports submitted as required 	<ul style="list-style-type: none"> Writing skills

Summary of Common Functional Competencies	Summary of Common MTS Competencies
<ul style="list-style-type: none"> • Good communication skills • Time management • Production skills including editing on Premiere or Final Cut Pro • Good Writing skills • Good Pumanawa skills • Te Reo desirable • Design and music appreciation 	

RESOURCE REQUIREMENTS

Mobile phone and plan
Desktop PC and two monitors
Standard office software products
Headphones
Printer/Copier
Access to all internal servers including Final Cut, Transfer Drive, G drive, Aspera, FTP Site
Laptop