ROLE PROFILE:

Content Creation Media Officer

DEPARTMENT

Content Creation

ROLE REPORTS TO

Head of Content Creation

REPORTING TO THIS ROLE

Nil

WORKING WITH THIS ROLE

Commissioners, Acquisitions Manager, Senior Scheduler, Contracts Manager, Multi-Platform Producer, Senior Production Manager, Production Manager, Reception.

LIASES WITH INTERNAL

Director of Content, Head of Content Creation, Head of Daily News, Head of Daily Planning, Head of Audience Engagement, Creative Manager, Customer Journeys Manager, Research Manager, Data Analyst, Sales, Reo Team and Media Operations Team

LIASES WITH EXTERNAL

Production Community, Te Māngai Pāho, NZ On Air, other broadcasters, National and international distribution agents, media contacts, international distributors/producers, independent producers

BACKGROUND: MĀORI TELEVISION

Māori Television is New Zealand’s indigenous broadcaster, providing a wide range of local and international programmes for audiences across the country and online.

Our Vision

Māori language is a taonga (treasure) at the heart of Māori culture and New Zealand’s unique cultural identity. Our vision is for Māori Television to be "Te Kūaha ki te Ao Māori". Launched in 2004, Māori Television has two key long-term objectives:

• To significantly contribute to the revitalisation of the Māori language; and
• To be an independent Māori television service that is relevant, effective and widely accessible.

Outcomes Framework

We are working towards four outcomes:

1. More people value te reo me ngā tikanga Māori as part of our national identity. We will create, obtain and deliver content that enables people to value the Māori language and culture as a unique identity of Aotearoa. We will deliver content that supports people to use and learn the language, and celebrates the Māori culture. We want to reach out to as many people as possible, and we will have relationships with more people and partners so te reo Māori is heard and spoken throughout our communities.

2. More young people are excited about te reo Māori me ngā tikanga Māori. We will create, obtain and deliver content that excites young people about te ao Māori and inspires them to value and use te reo Māori me ngā tikanga Māori.

3. More people are engaged with high quality reo Māori and Māori content. We will create, obtain and deliver content that is well made and has a unique point of difference that will engage audiences and be available on various platforms. Our reo Māori content will be of high quality and will target audiences of different reo Māori abilities. We will produce content that provides Māori with an opportunity to learn more about their past to prepare them for their future.

4. Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori. We will provide an organisational culture that supports our people and partners to use te reo Māori me ngā tikanga Māori in an innovative and creative way.
PURPOSE AND PRIMARY GOALS OF ROLE:

The purpose of this role is to manage all content deliverables and requests for Māori Television and provide direct support associated with the Head of Content Creation. The primary goals of the Content Creation Media Officer are:

- To liaise between the independent production companies, Māori Television, Te Māngai Pāho and New Zealand On Air and other Broadcast Networks to ensure all Production Master Deliverables have been received, Quality Checked ready six weeks in advance of broadcast transmission.
- Manage all acquired archival footage upon request.
- To take responsibility for all Content Creation department Master Deliverables - this includes Billings, Show Logos, Show Synopsis, Images, Publicity Materials, and Content for Social Media.
- To ensure all appropriate internal departments have all the necessary Materials to enable them to carry out their duties as efficiently and effectively possible.
- To ensure all Master Deliverables documentation have been maintained filed accordingly.
- To assist with other content deliverable duties as required by the Head of Content Creation.

<table>
<thead>
<tr>
<th>Key Result Areas (KRAs)</th>
<th>Critical Tasks (CTs)</th>
<th>Key Performance Indicators (KPIs)</th>
<th>Competencies</th>
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| Maintenance of records | • File documentation that is relevant to the Content Creation Team and supporting departments (i.e.: Digital, Marketing and Publicity, Media Central). | • Documentation necessary for programming needs is easily accessible and processed and documented to a high quality. | • Excellent filing and computer skills.  
• Ability to assess and retrieve deliverables quickly and efficiently. |
|                        | • Maintain and Retrieve files as requested. | • Ability to retrieve files quickly upon request.  
• Ensure department records are maintained and updated to a high standard. | • Excellent filing skills.  
• Ability to develop retrieval process that is quick and efficient.  
• Monitor and Maintain documentation. |
| Telecommunications      | • Relaying information via email as and when required to the content creation team and supporting departments. | • Accurate transfer of information circulated in a timely and efficient manner. | • Excellent listening and comprehension skills.  
• Excellent written and verbal communication skills. |
| Internet                | • Ensure that all necessary IT processes (including databases) are in place and up to date within the department. | • Databases are designed and maintained. | • Identify and solve problems.  
• Competent computer skills, IT and database management. |
| Liaison                | • Respond to Te Māngai Pāho, NZOA, other funders, external production company, external stakeholders, and distributor’s enquiries as required. | • Respond to all enquiries within five hours. | • Excellent communication skills.  
• Excellent time management skills.  
• Good Knowledge of funding processes. |
<p>| Manage all Programme    | • Ensure deliverables from the | • Monitor productions and ensure the | • Understanding of Māori Television |
|                        | • Provide key funders and stakeholders with programme deliverables for all in-house programmes as required by Head of Content Creation | | |
|                        | • Deliver all key deliverables within ten days of the request. | | |
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<td>deliverables (Acquired Content, Internal and external Content)</td>
<td>production community, in-house Production, Acquired Content have been delivered six weeks in advance of broadcast transmission date.  • Provide work in progress reports as required.  • Liaise directly with Senior Scheduler to ensure programmes scheduled meets broadcast transmission.  • Attend all Scheduling related meetings.  • Ensure all in-house, Commissioned and Acquired Master Deliverables is completed to a high standard.</td>
<td>quality of materials delivered is Quality checked.  • Full Master Deliverables have been met and delivered to Māori Television on schedule and distributed to supporting departments in a timely manner.  • Corrective action overseen where required.</td>
<td>Outcomes Framework and key target audiences.  • Excellent Communication Skills.  • Understanding television editorial and production processes.  • Good Report writing skills and understanding of Māori Television SOI and management structure.  • Knowledge of Production Industry  • Understanding of Production Process  • Time Management  • Excellent Data Management</td>
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<td>Manage all Archive footage upon request</td>
<td>• Manager all Archive footage request and provide content as required.  • Seek archive footage permission from appropriate people.</td>
<td>• Respond within two days of request  • Archive footage request formally request by email and documentation filed within five working days  • Complete request within seven working days.</td>
<td>Excellent Communication Skills  • Excellent Research Skills.  • Good Understanding of Programme Content.  • Time Management</td>
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<td>Relationship Management</td>
<td>• Establish and maintain productive and positive relationships with staff.  • Manage the relationship with the client and all stakeholders.</td>
<td>• Relationships well managed with escalation appropriately communicated as required.</td>
<td>Excellent written and verbal communication skills.  • Good understanding of te reo Māori me ngā tikanga Māori.  • Experience working in a kaupapa Māori based organisation.</td>
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<td>Assist with other administrative duties as required</td>
<td>• Perform other related duties as assigned.  • Provide Support to the Senior Scheduler when required.</td>
<td>• Other duties are executed as required.  • All requests responded to in a timely and professional manner.</td>
<td>Interpersonal and professional relationship skills.  • Flexible approach.</td>
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<td>Health and Safety</td>
<td>• Work within occupational health</td>
<td>• Accidents are minimised and</td>
<td>Compliance with policies and</td>
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### Key Result Areas (KRAs)

**and safety guidelines**
- Be alert, identify location dangers and prevent accidents before they happen

### Critical Tasks (CTs)

- Prevent accidents.
- Accidents are prevented.

### Key Performance Indicators (KPIs)

- Experience in the field, knowledge of the dangers that exist
- Conscientious
- First aid knowledge and attend training when required

### Competencies

- Application of knowledge

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### Personal Development

- Participate in MTS assigned training courses
- 100% attendance
- Use knowledge in practice

### CONTRIBUTION TO MĀORI TELEVISION

- To ensure that any ideas that may enhance the productivity or systems of the company are brought to the attention of your manager;
- Communicate care and passion for the Māori Television Brand;
- Strive to be positive and constructive at all times;
- Straight talking about the facts of the situation – open discussions are the best way to find solutions;
- Help others through communicating clearly;
- Deliver on commitments;
- Support all of the team that you are working with to ensure the achievement of goals;
- Volunteer for projects as is practical outside your normal scope to widen your contribution to the overall success of the company;
- Adhere to all company policies;
- Carry out any other tasks that arise to meet the operational needs of Māori Television

### LIVING OUR VALUES

Māori Television is a leader in media content and technology. We succeed because of the talents and commitment of our people. We can all contribute to making Māori Television a great place to be, to have fun and succeed – for ourselves and the reason we are here to best support the reason we are all here, *Te Kūaha ki te Ao Māori*. We have four values about how we get along. They sum up how we do work here at MTS. By applying these values in our work, we can make our work more constructive and rewarding:

The principles that guide and rule how we will operate and work together are:

- Kia Tika - Be professional and maintain high standards;
- Kia Pono - Be truthful, honest and act with integrity;

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Content Creation Media Officer, FINAL August 2019
- Kia Aroha - Be respectful and demonstrate empathy;
- Kia Māori - Maintain core Māori values.

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<td>Name</td>
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