

ROLE PROFILE – Digital Content Team Lead

DEPARTMENT	Audience Engagement
ROLE REPORTS TO	Customer Journey’s Manager and Product Owner
REPORTING TO THIS ROLE	Content Services Digital Team
WORKING WITH THIS ROLE	Head of Content and Content Team, Creative Manager and Creative Team, Sales Director and Team
LIAISES WITH INTERNAL	Graphics, Digital and Operational teams
LIAISES WITH EXTERNAL	Clients, vendors, third parties interests and stakeholders.

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:

- Operational responsibility for digital content syndication across the Māori Television digital ecosystem and its partners, ensuring the right content is seen by the right people at the right time.
- Effectively manage and lead the content digital services team and manage the daily and weekly workflow of the digital content services
- Contribute to ongoing operational improvements and input into functional UX for the team.
- Technical capability across UX, Google Analytics, CMS, Drupal, Brightcove, social platforms, CRM and Email systems
- Maintain high standard of presentation and synergy across all our digital assets and off line campaigns
- Responsible for the efficient coordinating of internal communications and effective troubleshooting
- *Contribute* to digital customer journeys development and implementation
- *Contribute* to Digital platform development planning and implementation

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
Operational responsibility for digital content syndication across the Māori Television digital ecosystem and its partners, ensuring the right content is seen by the right people at the right time.	<p>The presentation of our digital content is best practice, accurate and appealing to audiences to drive engagement across website and all digital platforms.</p> <p>Ensuring our website/digital platform distributed content is presented in English and Māori language.</p> <p>Ensuring all workflows are managed and business activities including livestreams are presented and supported across digital channels.</p>	<ul style="list-style-type: none"> ▪ Our Digital audience is engaged and growing and are receiving the right message, and content experience at the right time ▪ Management of team resources, including shiftwork. ▪ Content is syndicated across external partners and aligns with MTS current workflows. ▪ Content is 100% accurate and live within specified time frames outlined in Licensing agreements. 	<p>Excellent communication Skills.</p> <p>Stakeholder and People Management skills</p> <p>Proven personal organisation skills</p> <p>Customer Journeys experience.</p> <p>Technical capability across UX, Google Analytics, CMS, Drupal, Brightcove, social platforms, CRM and Email systems</p> <p>Attention to Detail</p>

<p>Effectively manage manage the daily and weekly workflow of the digital content services</p>	<p>Setting and monitoring the daily and weekly content workflow priorities and any associated requirements. Review and direct the individual tasks of team members.</p> <p>Pre- publication planning of content</p> <p>Provide support to wider team to achieve operational and strategic goals.</p>	<p>Daily and weekly content workflows set monitored and run effectively.</p> <p>Coordinating the pre-publication planning of programme-related content for use on our websites and related digital platforms.</p> <p>A collegial team approach is demonstrated</p>	<p>Technical confidence and flexibility to evolve with the rapidly changing opportunities and requirements of www and MTS environments.</p> <p>Strong planning, organisation and co-ordination skills.</p> <p>High quality reporting practices</p> <p>Deadline oriented</p>
<p>Troubleshooting Website content issues</p>	<p>Effectively manage website content support issues – both problem solving existing website initiatives and in adding value to new/planned initiatives. Approachable, collaborative point of contact for Programming, Production, Marketing and News etc when issues need resolving.</p>	<p>Website content support issues are well managed and are resolved collaboratively with internal partners.</p>	<p>Understand the drupal CMS, Brightcove video cloud</p> <p>Calm under intense pressure and can trouble shoot with ease</p>
<p>Effectively manage and lead the Website content loading team</p>	<p>Responsible for the operational oversight and performance of the digital services team.</p> <p>Develop personal development plans and their implementation alongside team members. Ensure that all key positions are filled by appropriately qualified and experienced personnel. Provide training and professional development opportunities for staff. A high visible and positive presence promoting and developing wairua is established.</p> <p>Annual staff Performance Review of team members is conducted in a timely manner,</p>	<p>Team is well managed and engaged and have skills required to deliver.</p> <p>Development plans are reviewed annually Team capacity is maintained and balanced. FTE count is maintained as needed. Good team management All annual Performance Reviews are completed</p>	<p>Excellent people management skills</p> <p>Understanding of Confidentiality</p> <p>Able to diagnose training gaps in staff.</p> <p>Motivational skills</p> <p>Demonstrate effective and constructive people skills when under pressure.</p> <p>Proven experience in establishing</p>

			and building strong collaborative and productive relationships with internal and external stakeholders.
Maintain high standard of presentation and synergy across all our digital assets and off line campaigns	<p>Ensure that all of our digital assets are uniform as as per agreed style guide, that synergies exist across on and offline campaigns</p> <p>Ensure our on demand promotions change within business rhythm and objectives.</p>	<ul style="list-style-type: none"> ▪ Best in class user experience and design aesthetic applied. ▪ Consistency of presentation across all digital assets. 	<ul style="list-style-type: none"> ▪ Marketing experience ▪ Attention to detail
Contribute to wider digital strategy and implementation	<p>Work alongside the Product Manager to identify opportunities for continuous improvements in workflow management and content presentation.</p> <p><i>Contribute</i> to digital customer journeys development and implementation across all digital platforms</p> <p>Contribute to and support Digital platform development planning and the associated content administration activities that may need to be adapted to successfully implement.</p>	<p>Effective contribution and support strategic digital goals</p> <p>Demonstration of technical capability across UX, Google Analytics, CMS, Drupal, Brightcove, social platforms, CRM and Email systems</p>	<p>Strategic Awareness</p> <p>Sound digital and industry knowledge.</p> <p>Technical ability and flexibility to learn and evolve as technology changes</p> <p>Experience in mailchimp and customer database management</p>
Relationship Management	<p>Establish and maintain productive and positive relationships with staff.</p> <p>Manage the relationship with the client and all stakeholders</p>	<p>Relationships with well managed with escalation communication appropriately communicated as required.</p>	<p>Excellent written and verbal communication skills</p> <p>Good understanding of te reo Māori me ngā tikanga Māori</p> <p>Experience working in a kaupapa Māori based organisation</p>

Documentation	Create and maintain comprehensive documentation including spreadsheets, diagrams and process maps to document needs	All related documentation is clear and understandable by all parties. Updates are clearly presented to a high level of quality and understanding	Strong working knowledge of Microsoft Office
Organizational and leadership skills	Use and continually develop leadership skills	Demonstrates solid understanding of good organizational citizenship.	Solid organisational skills including attention to detail and multi-tasking skills
Related duties	Perform other related duties as assigned	Other duties are executed as required	Flexible approach
Personal Development	Participate in MTS assigned training and coaching courses	100% attendance Use knowledge in practice	Application of knowledge
Health and Safety	<ul style="list-style-type: none"> • Provide strong leadership over health and safety matters • Work within occupational health and safety guidelines • Be alert, identify location dangers and prevent accidents before they happen 	<ul style="list-style-type: none"> • Accidents are minimised Accidents are prevented	<ul style="list-style-type: none"> • Compliance with policies and procedures • Experience in the field, knowledge of the dangers that exist • Conscientious First aid knowledge and attend training when required.

RESOURCE REQUIREMENTS

Laptop		
Desk		

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;
- Kia Aroha - Be respectful and demonstrate empathy;
- Kia Māori - Maintain core Māori values.

MANAGER EXPECTATIONS

This role is identified as a manager and leader of people the following are EXPECTED LEADERSHIP BEHAVIOURS of the person:

- **Shaping**

Involves the right people in developing work plans.

Stands up for what is important.

Role Profile: Digital Content Team Lead August 2019

Adjusts plans and actions as necessary in times of change.
 Communicates the priorities of MTS as a whole.
 Creates a positive picture of the future for employees.

Mobilising

Communicates clearly the results expected from others.
 Appeals to people’s hearts and minds to lead them in a new direction.
 Demonstrates care for the members of the team.
 Demonstrates confidence in the abilities of others.
 Let’s people know how they are progressing towards goals.
 Supports the team to ensure the achievement of goals.
 Volunteers for projects outside normal scope of duties to widen own contribution to MTS.

Interpreting

Seeks information from as many sources as possible.
 Knows how own work supports the Company’s overall strategy.
 Analyses how well the members of the team work together.
 Knows the capabilities and motivations of the team.
 Knows own capabilities and motivations.

Inspiring

Promotes the development of people’s talents.
 Recognises the contribution of others.
 Enables others to feel and act like leaders.
 Stimulates others thinking.
 Builds enthusiasm about projects and assignments.

	The Employee	On behalf of Māori Television
Name		
Signature		

		Position:
Date		