ROLE PROFILE: – MULTI-PLATFORM PRODUCER

<table>
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<tr>
<th>DEPARTMENT</th>
<th>Content Creation</th>
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<tr>
<td>ROLE REPORTS TO</td>
<td>Manager, In-house Production</td>
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<tr>
<td>REPORTING TO THIS ROLE</td>
<td>Multi-Platform Producers, Senior Production Manager, Production Manager</td>
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<tr>
<td>WORKING WITH THIS ROLE</td>
<td>Manager In-house Production, Head of Content Creation,</td>
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<tr>
<td>LIAISES WITH INTERNAL</td>
<td>Te Pae Urungi, Te Apārangi, Content Creation Team, Audience Engagement Team, Reo Team, Technology Team, Finance, HR &amp; Administration, Media Operations Team</td>
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<tr>
<td>LIAISES WITH EXTERNAL</td>
<td>Contractors, Funding Stakeholders, Content collaborators</td>
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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 produce creative content that aligns to Māori Television’s Content strategy and Outcomes Framework. As a key member of the In-house content creation team, you will support the Manager, In-house Production to develop and create content.

PRIMARY RESPONSIBILITIES
1. Support the development & successful achievement of Māori Television’s Content strategy & Outcomes Framework.
2. Manage and oversee the operational management of In-house Production and achieve department budgets within agreed parameters.
3. Create in-house content for all platforms to meet our statutory requirements, maximise audiences and best implement and deliver on the Content Strategy & Outcome Framework including:
   a. Develop programme content for in-house production;
   b. incorporating our te reo me ngā tikanga Māori strategies into all in-house programming; and
4. Provide strong leadership alongside the Manager, In-house Production on all content related matters and provide regular high quality reports in the required format and timeframes.

<table>
<thead>
<tr>
<th>Key Results Areas (KRAs)</th>
<th>Critical Tasks (CTs)</th>
<th>Key Performance Indicators (KPIs)</th>
<th>Competencies</th>
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| Support the development & successful achievement of Māori Television’s Outcomes Framework & Content Strategy | • To develop new programmes and assist the Manager, In-house Production in the successful achievement of Māori Television’s Outcomes Framework & Content strategy  
• Work with other senior leaders and staff to ensure effective and efficient coordination across all departments at Māori Television.  
• Provide management leadership for all Māori Television in-house | • Contribution of content ideas to build audiences, and achieve statutory objectives and key funding milestones  
• Outcomes Framework & Content strategy measures  
• In-house production team operates according to Māori Television policy and guidelines  
• Quality assurance processes in place  
• Māori Language strategy measures  
• New programmes developed for in-house production that | • Good understanding of Outcomes Framework, policies and strategies of Māori Television  
• Excellent production skills  
• Excellent report writing skills  
• Good understanding of te reo me ngā tikanga Māori  
• Ability to develop action plans and reports that track progress against goals  
• Understanding of the trends, developments of the sector and changing habits of target audiences  
• Motivational skills |
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<th>Role</th>
<th>Responsibilities</th>
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<td>Production related matters and relevant staff</td>
<td>- Work with In-house Manager to meet production procurement slate outputs.</td>
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<td>Makes a significant contribution to achieving Outcomes Framework &amp; Content Strategy.</td>
<td>- In-house assigned Programmes delivered on schedule and on budget as outlined by Manager, In-house Production.</td>
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<td>Team Building skills</td>
<td>- Excellent understanding of budgets.</td>
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**Produce and oversee the creative management of In-house content.**

- Provide inspirational, creative leadership and production support to the Production Teams.
- Work with other members of the team at Māori Television to ensure effective and efficient co-ordination across all departments and Māori Television.
- Work with the contracts department to draw up agreements for contractors, artists and crew members.
- Clear direction established and monitored
- Quality assurance processes in place
- Morale of the Production team monitored, trends tracked and action taken
- A high quality programme that meets the MTS schedule
- Contributions to all responses to complaints about In-house production broadcasts.
- Productions are formally planned.
- Extensive production skills
- Report writing skills
- Good understanding of te reo me ngā tikanga Māori
- Ability to develop a Production Plan and Strategic Plan for In-house programmes.
- Understanding of the market place.
- Motivational skills

**Financial Management**

- Ensure all production and department annual budgets expenses stay within budget.
- Maintain oversight
- Address financial reporting and facilitate necessary paperwork.
- Approve or deny all requests

- Ensure Production and department allocated budgets stays within budget.
- Demonstrate ability to formulate a realistic budget and production schedule.
- Oversee each production and ensures that all expenses stay within budget

- Financial management skills
- Ability to read proposal and develop a full schedule and production budget
- Ability to review reports
- Compiles with and helps to enforce standard policies and procedures
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<th>Implementation &amp; Planning of Programme Content.</th>
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<td>• Monitor filming, editing of material and creation of programme to be broadcast on Māori Television platform.</td>
<td>• Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.</td>
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<td>• To give editorial direction to your team in conjunction with the Manager, In-house Production.</td>
<td>• All productions financial completion reports closed and timeframes met as outlined by Manager, In-house Production.</td>
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<td>• In consultation with Manager, In-house Production to assess programme with reference to editorial, legal and MTS content guidelines</td>
<td>• Holds regular meetings with Producers and production team</td>
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<td>• To critique and evaluate when required.</td>
<td>• Negotiation skills</td>
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<td>• To perform all other duties as needed or assigned by Manager, In-house Production.</td>
<td>• Understanding Editorial TV production, delivery time and mechanisms</td>
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<td>• Understand all technical aspects needed to produce digital and linear content</td>
<td>• Excellent Knowledge of Te Reo and Tikanga Māori</td>
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<td>• Possess broad knowledge of varied production processes.</td>
<td>• Excellent Knowledge of funding processes and production industry</td>
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<td>• Resolve any problems or issues</td>
<td>• Ability to develop evaluation systems</td>
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<td>• In-house production targets in terms of genre, volume, quality and cost are monitored.</td>
<td>• Hands on content production experience</td>
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<td>• Plan in place with standard operating procedures and clear monitoring guidelines</td>
<td>• Knowledge of Broadcasting Standards legislation</td>
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<tr>
<td>• Clear direction established and monitored</td>
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<tr>
<td>Task</td>
<td>Requirements</td>
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| Maintain relationships | - Is capable of maintaining a network of industry performers and other artists  
- Exhibit ability to think both creatively and analytically  
- Possess excellent time management and multi-tasking skills  
- Is willing and able to travel for work-related events  
- Interview industry professionals to determine their fit for a position.  
- Networks established and maintained  
- Seeks and participates in development opportunities for production.  
- Effectively conveys our message in both written and verbal business development discussion  
- Manages day-to-day operational aspects of a project or scope. |
| Health and Safety | - Work within occupational health and safety guidelines  
- Be alert, identify location dangers and prevent accidents before they happen  
- Accidents are minimised  
- Accidents are prevented  
- Compliance with policies and procedures  
- Experience in the field, knowledge of the dangers that exist  
- Conscientious  
- First aid knowledge and attend training when required.  
- Good understanding of te reo Māori me ngā tikanga Māori.  
- People and project management skills. |
| Provide reports as required. | - Reports to the Manager, In-house Production as required.  
- Reports received in the required format and timely manner.  
- Report writing skills.  
- Be an excellent deadline achiever. |
| Team Building | - Assist in detecting gaps in production knowledge and skills.  
- Mentor and guide production team as required.  
- Overall standard and competency improved in team members.  
- Good understanding of te reo Māori me ngā tikanga Māori.  
- People and project management skills. |
### Personal Development
- Participate in MTS assigned training courses.
- 100% attendance
- Use knowledge in practice
- Application of knowledge.

### 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.

### The Employee
<table>
<thead>
<tr>
<th>Name</th>
<th>On behalf of Māori Television</th>
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Multi-platform Producer, FINAL – August 2019
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<tr>
<th>Signature</th>
<th>Position:</th>
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<tr>
<td>Date</td>
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