

## ROLE PROFILE –Product Manager

<b>DEPARTMENT</b>	Audience Engagement
<b>ROLE REPORTS TO</b>	Head Of Audience Engagement
<b>REPORTING TO THIS ROLE</b>	Digital Marketing Lead, Digital Operations Lead
<b>WORKING WITH THIS ROLE</b>	Head of Content and Content Team, Creative Manager and Creative Team, Sales Director and Team, Research Panel Manager, Data Analyst
<b>LIAISES WITH INTERNAL</b>	Other staff
<b>LIAISES WITH EXTERNAL</b>	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:

1. Customer Journeys Manager is responsible for attracting, converting, and maintaining our online audience while delivering to our outcomes framework. The focus is on developing our online audience engagement across all Māori Television digital products.

**To take responsibility for**

- Leading the digital strategy, driving Māori Television’s growth across existing and emerging digital platforms and formats.
- Mapping key customer journeys across our online touchpoints, including social, EDM, SEM, pre-roll, and cross channel marketing platform.
- Communications and next best messaging across online journeys to increase relevant consumption.
- End to end success of Māori Television digital products. This includes the strategy, product and portfolio roadmaps, quality and success of product delivery, and incorporating user insights to optimise the strategy and product and provide user insights to other teams across the business.
- Ensuring our business goals are executed in the online environment and communicated as business outcomes for key stakeholders.
- Project Management of cross functional teams, including technical and UX, using internal and external resources as required.
- **Contribute to the optimization of content and content procurement fit for digital purpose.**

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
Creation of customer journey maps that drive content consumption and support language acquisition.	<ul style="list-style-type: none"> <li>• Drive effective digital strategy development, ensuring digital platforms and deployment are coordinated to achieve the company vision and framework outcomes.</li> <li>• Lead digital team in deploying integrated solutions which increase our digital reach and maximise opportunities and audience engagement.</li> <li>• Effectively lead digital and digital marketing team in workflow improvements and capability build.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an effective and engaging digital eco system, including website, apps, social media presence, and full digital marketing suit.</li> <li>• Deliver industry standard digital experiences and next best message marketing, including cross channel marketing solution.</li> <li>• Deliver customer journeys by segment to drive engagement and retention of our audience.</li> <li>• Manage Digital insights, SEO and SEM positive outcomes.</li> <li>• Contribute to content strategy and bespoke digital content creation.</li> <li>• Develop partnerships that expand our digital footprint and opportunities to increase consumption and revenue.</li> </ul>	<ul style="list-style-type: none"> <li>• Cross channel marketing experience.</li> <li>• Digital product development, UX, back-end, project management and practical understanding of agile methods and mindset.</li> <li>• Analytics analysis and optimization of digital eco system.</li> <li>• Formation of life-cycle messaging and next best messaging or activities.</li> <li>• Commercial and partnership management.</li> <li>• Contractual management.</li> </ul>

<p>Building and maintaining digital ecosystems and product.</p>	<ul style="list-style-type: none"> <li>• Prioritise digital product requirements based on user insights and business goals.</li> <li>• Work with partners to specify and roadmap product development.</li> <li>• Manage product delivery and quality through all stages.</li> <li>• Contribute to continuous improvement of team UX skills and activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an effective and engaging digital eco system, including website, apps, social media presence, and full digital marketing suit</li> <li>• Strong understanding of technology and business outcomes, including presentation and collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>• Product Management Skills.</li> <li>• Project Management Skills.</li> <li>• Digital product development, UX, back end, project management and agile coaching.</li> </ul>
<p>Provide insights to enable better content decisions and planning and audience engagement.</p>	<ul style="list-style-type: none"> <li>• Assist HOD to maintain up-to-date knowledge of market trends, market intelligence, comprehensive market, consumer and competitor research, audience preferences and consumption behaviour, to ensure the development of marketing programs that fulfil audience needs at each stage of the consumer journey.</li> <li>• Leverage digital data and insights for decision making and prioritisation.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a rich profile of our audience to identify opportunities and engagement strategies for content and language journeys.</li> <li>• Provide organisationally metrics to enable empirical decision-making.</li> <li>• Be the voice of the customer via insights and analytics.</li> </ul>	<ul style="list-style-type: none"> <li>• Audience and business strategy.</li> <li>• Data insights generation.</li> <li>• Strong understanding of research methodologies, partners and effectiveness.</li> <li>• Ability to convert business goals into trackable metrics.</li> <li>• Google Analytics and other online and web-based measurement tools</li> </ul>
<p><b>Relationship Management</b></p>	<ul style="list-style-type: none"> <li>• Establish and maintain productive and positive relationships with staff.</li> <li>• Manage the relationship with internal clients and all stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Well managed relationships with regular, relevant, timely communication and appropriate escalation as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Good understanding of te reo Māori me ngā tikanga Māori.</li> <li>• Experience working in a kaupapa Māori based organisation.</li> </ul>
<p><b>Documentation</b></p>	<ul style="list-style-type: none"> <li>• Create and maintain comprehensive documentation including spreadsheets, diagrams and process maps to document needs.</li> </ul>	<ul style="list-style-type: none"> <li>• All related documentation is clear and understandable by all parties. Updates are clearly presented to a high level of quality and understanding</li> </ul>	<ul style="list-style-type: none"> <li>• Strong working knowledge of Microsoft Office.</li> </ul>

<b>Organizational and leadership skills</b>	<ul style="list-style-type: none"> <li>Use and continually develop leadership skills.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates solid understanding of good organizational citizenship.</li> </ul>	<ul style="list-style-type: none"> <li>Solid organisational skills including attention to detail and multi-tasking skills.</li> </ul>
<b>Related duties</b>	<ul style="list-style-type: none"> <li>Perform other related duties as assigned.</li> </ul>	<ul style="list-style-type: none"> <li>Other duties are executed as required.</li> </ul>	<ul style="list-style-type: none"> <li>Flexible approach.</li> </ul>
<b>Personal Development</b>	<ul style="list-style-type: none"> <li>Participate in MTS assigned training and coaching courses.</li> </ul>	<ul style="list-style-type: none"> <li>100% attendance.</li> <li>Use knowledge in practice.</li> </ul>	<ul style="list-style-type: none"> <li>Application of knowledge.</li> </ul>
<b>Health &amp; safety Management</b>	<ul style="list-style-type: none"> <li>Work within occupational health and safety guidelines.</li> <li>Be alert, identify location dangers and prevent accidents before they happen.</li> </ul>	<ul style="list-style-type: none"> <li>Compliance with policies and procedures.</li> <li>Report H&amp;S risk and incidents.</li> </ul>	<ul style="list-style-type: none"> <li>Attention to detail .</li> <li>Working knowledge of Microsoft Office.</li> <li>Conscientious.</li> <li>First aid knowledge and attend training when required.</li> </ul>

#### RESOURCE REQUIREMENTS

#### PERSON SPECIFICATION

<b>Laptop Desk</b>	<p>Attention to detail</p> <ul style="list-style-type: none"> <li>UX Experience</li> <li>Confidence in dealing with Technical Teams and project management</li> <li>Strategic and curiosity</li> <li>Audience empathy</li> <li>Translate technical jargon back and forth between tech teams and non tech teams</li> <li>Cross channel or digital marketing experience</li> <li>Analytical mind</li> </ul> <p>Agile work methodology and continuous improvement</p>
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#### 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:

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#### **Shaping**

Involves the right people in developing work plans.

Stands up for what is important.

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.

	<b>The Employee</b>	<b>On behalf of Māori Television</b>
Name		
Signature		Position:
Date		

**Selection criteria**

Rating Criteria	Requires major improvement		Needs developing in this area		Fully effective, would work consistently well in this area		Significant strength, would generally exceed in this area		Outstanding skill, would consistently exceed in this area	
	1	2	3	4	5	6	7	8	9	10

Critical Tasks (CTs)	Weighting	Score/10
<p>Ability to:</p> <ul style="list-style-type: none"> <li>• Drive best practice digital strategy development, ensuring digital platforms and deployment are coordinated to achieve the company vision.</li> <li>• Lead digital team in deploying integrated solutions which increase our digital reach and maximise opportunities and audience engagement.</li> <li>• Effectively lead digital and digital marketing team in workflow improvements and capability build.</li> </ul>	40%	
<p>Ability to:</p> <ul style="list-style-type: none"> <li>• Strategise digital product requirements</li> <li>• Work alongside partners to spec and roadmap</li> <li>• Manage product delivery through all stages</li> <li>• Contribute to continuous improvement of UX</li> </ul>	40%	
<p>Ability to:</p> <ul style="list-style-type: none"> <li>• Assist HOD to maintain up-to-date knowledge of market trends, market intelligence, comprehensive market, consumer and competitor research, audience preferences and consumption behaviour, to ensure the development of marketing programs that fulfil audience needs at each stage of the consumer journey.</li> <li>• Leverage digital data and insights for decision making and prioritisation</li> </ul>	10%	
<p>Ability to:</p> <ul style="list-style-type: none"> <li>• Create and maintain comprehensive documentation including spreadsheets, diagrams and process maps to document needs</li> </ul>	10%	

<b>Totals</b>	<b>100%</b>	<b>/40</b>
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