

## JOB DESCRIPTION

# Content Creator

<b>ROLE TITLE</b>	Content Creator
<b>SECTION/DIVISION:</b>	Marketing Services, Te Ringa Toro   External Engagement
<b>REPORTS TO:</b>	Producer Brand Content
<b>DIRECT REPORTS (FTE):</b>	Nil
<b>INDIRECT REPORTS (FTE):</b>	Nil
<b>PRIMARY PURPOSE OF THE ROLE:</b>	Create and support the production of marketing content to promote the University's brand, academic offerings, events and partnerships, in alignment with the University's strategic marketing plan.
<b>ACCOUNTABILITIES:</b>	<ul style="list-style-type: none"> <li>• Create, coordinate and implement effective and original brand content and activity to promote the University of Otago.</li> <li>• Produce storyboards, call sheets, and run sheets for video production, and work with the creative team and other specialist to develop artwork, imagery, and graphics as required.</li> <li>• Work alongside colleagues to research, create and edit content to drive compelling, engaging, informative and authentic stories utilising a multitude of mediums available.</li> <li>• Ensure that content narratives reflect the brand truth and master brand frameworks.</li> <li>• Develop content that amplifies campus and student experiences and creates "buzz" in online channels, and keeps audiences engaged. Evolve the content creative and storytelling, and ensure that content reflects the correct tone of voice appropriate to target audiences.</li> <li>• Assist in the creation, administration and scheduling of content calendars, and coordinate plans to ensure that content is ready to support campaigns, events, projects and activities. Identify and utilise relevant digital platforms.</li> <li>• Collaborate with various stakeholders and service providers to ensure delivery of content requirements. Coordinate with all interested parties to ensure fulfilment of brief requirements.</li> <li>• Ensure the University brand guidelines and design system are executed consistently across all formats.</li> <li>• Collaborate within the Creative Services Team to deliver effective processes for logging, allocating and monitoring activity and workflow.</li> <li>• Proactively collaborate with marketing colleagues to ensure that content appropriately considers and reflects underserved tauira and other key audiences.</li> </ul>
<b>KEY RELATIONSHIPS:</b>	<p><u>Internal</u></p> <p>Marketing colleagues Comms Advisors Social Media Team Client Services staff</p> <p><u>External</u></p> <p>Freelancers Photographers Creative agencies</p>

<b>QUALIFICATIONS AND EXPERIENCE:</b>	<p><b>Essential</b>  Tertiary level qualification in a creative, marketing, communication, or media discipline.  Proven experience in a digital creative production role in medium sized or complex organisation.  Experience in delivering end-to-end creative campaigns.  Experience in positively managing client and stakeholder relationships.  Experience in the delivery of high-quality work outputs.  Experience planning and managing creative project budgets and analysing and reporting on metrics.  Demonstrates high attention to detail.</p> <p><b>Preferred</b>  Experience of job management or project management tools, digital marketing and communications technologies, channels, tools and systems</p>
<b>TECHNICAL SKILLS AND KNOWLEDGE:</b>	<p><b>Essential</b>  Proficiency in studio, creative and design software.  Good knowledge in the use of social media and online community platforms.  Good time management and organisation skills.  Good listening, negotiation and presentation abilities.  Good client management skills.</p> <p><b>Preferred</b>  Knowledge of tertiary marketing environment.  Knowledge of markets, marketing relationships and creative networks specific to Māori and Pacific Island communities.</p>
<b>SPECIAL REQUIREMENTS:</b>	<p>A flexible approach to working hours is necessary, as marketing activities may be held outside normal office hours. Travel outside of Dunedin can be required.</p> <p>Staff must comply with the Public Records Act 2005 and the Privacy Act 2020 and are expected to complete training to understand and meet these requirements.</p>
<b>DIRECT BUDGET ACCOUNTABILITY:</b>	Nil
<b>MĀORI STRATEGIC FRAMEWORK:</b>	Act in a manner consistent with the principles and implications, as well as the University's commitment to the Treaty as articulated in the Māori Strategic Framework.
<b>PACIFIC STRATEGIC FRAMEWORK:</b>	Act in a manner consistent with the strategies and goals contained in the University's Pacific Strategic Framework, role-modelling and promoting Pacific values, equity and diversity principles and cultural safety practices.
<b>HEALTH AND SAFETY:</b>	Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks, and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors, and other staff.
<b>SUSTAINABILITY:</b>	Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

**CAPABILITY FRAMEWORK:**

Capability Group	Capability Name	Level
ENGAGE	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Foundational
ENABLE	Deliver Results	Foundational
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
PERSONAL ATTRIBUTES	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
LANGUAGE AND CULTURE	Te Reo	Foundational
	Tikanga Māori	Foundational

# CAPABILITY FRAMEWORK DESCRIPTORS

## Content Creator

### ENGAGE

Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others, and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
<b>INTERMEDIATE</b>	<b>INTERMEDIATE</b>	<b>INTERMEDIATE</b>	<b>FOUNDATIONAL</b>
<p>Focus on key points and speak using plain language</p> <p>Clearly explain and present ideas and arguments</p> <p>Display active listening and ask appropriate, respectful questions</p> <p>Write fluently and communicate routine technical information clearly avoiding unnecessary use of jargon</p>	<p>Support a culture of quality customer service in the organisation</p> <p>Demonstrate a thorough knowledge of the services provided and relay accurately to customers</p> <p>Identify and respond quickly to customer needs</p> <p>Consider customer service requirements and provide solutions to meet needs. Resolve complex customer issues and needs</p> <p>Co-operate across work areas to improve outcomes for customers</p>	<p>Build a supportive and co-operative team environment</p> <p>Share information and learning across teams. Support others in challenging work situations</p> <p>Acknowledge outcomes which were achieved by effective collaboration</p> <p>Engage other teams or work units to share information and solve issues and problems jointly</p>	<p>Utilise facts to support claims</p> <p>Help to find solutions that contribute to positive outcomes</p> <p>Respond to conflict without worsening the situation and refer to a supervisor where appropriate</p> <p>Know when to withdraw from a conflict situation</p>

### ENABLE

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
<b>FOUNDATIONAL</b>	<b>INTERMEDIATE</b>	<b>INTERMEDIATE</b>	<b>FOUNDATIONAL</b>
<p>Complete own work tasks under guidance, within set budgets, timeframes and standards</p> <p>Take the initiative to progress own work</p> <p>Identify resources needed to complete allocated work tasks</p> <p>Seek clarification when unsure of work tasks</p>	<p>Understand the team/work unit objectives and align operational activities accordingly</p> <p>Initiate and develop goals and team plans and use feedback to inform future planning</p> <p>Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary</p> <p>Ensure current work plans and activities are consistent with organisational change initiatives</p>	<p>Research and analyse information and make relevant evidence based recommendations</p> <p>Identify issues that may hinder completion of tasks and find appropriate solutions</p> <p>Be willing to seek out input from others and share own ideas to achieve best outcomes</p> <p>Identify ways to improve systems or processes which are used by the team/work unit</p>	<p>Take responsibility for own actions</p> <p>Be aware of delegations and act within authority levels</p> <p>Be aware of team goals and their impact on own work tasks</p> <p>Escalate issues when these are identified</p>

## PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach, and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience, and perspectives</i>
INTERMEDIATE	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
Be flexible and adaptable and respond quickly when situations change	Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism	Be willing to develop and apply new skills and adapt existing skills to new situations	Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints
Offer own opinion and raise challenging issues in an appropriate manner	Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance	Show commitment to achieving work goals effectively	Seek input from others who may have different perspectives and needs
Listen when ideas are challenged and respond in a reasonable way	Recognise and report misconduct and inappropriate behaviour	Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance	Adapt and respond positively in diverse environments
Work through challenges		Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult	
Stay calm and focused in the face of challenging situations			

## LANGUAGE AND CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the workplace</i>
FOUNDATIONAL	FOUNDATIONAL
Use te reo Māori words and greetings in an appropriate way in the work place	Understand the University's Māori Strategic Framework and its relevance for own work
Endeavour to use and pronounce Māori words correctly	Demonstrate some awareness of Māori customs, values and beliefs
Actively participate in training and development opportunities that increase own te reo Māori language capability	Has some knowledge of Te Tiriti o Waitangi
	Actively participate in training and development opportunities that increase own understanding of tikanga Māori and knowledge of Te Tiriti o Waitangi