



**OUR VISION:** To use the past, present and future technology, and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

**Position:** Digital Content Producer

**Reports to:** Digital Engagement Manager

## PURPOSE OF THE ROLE

The Digital Content Producer carries out digital content planning, production, and project management on a wide variety of digital projects across MOTAT. Through a highly proactive and collaborative approach the Digital Content Producer will enable the development of digital content and experiences that inform and delight the MOTAT audience.

## RESPONSIBILITIES

- Assist the Digital Engagement Producer to identify, plan, and produce digital content.
- Work with the Content team to produce digital content production for multiple digital channels.
- Work within a cross-organisation team to coordinate the transformation of MOTAT's social media presence.
- Work with the External Relations team, particularly in relation to the production of digital content for website and social media.
- Work with Public Programmes to identify and execute digital experiences around public programmes including outreach.
- Work with Collections to identify and develop digital experiences and content opportunities.
- Follow all museum policies and procedures including but not limited to Health & Safety and the Museums Aotearoa Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT's business objectives are met.

## KEY PERFORMANCE INDICATORS

- Contribute to an increase in audience growth on digital channels in line with annual targets.
- Contribute to an increase in digital content production in line with annual targets.
- Timely delivery of all content as relevant to this position.

## KEY RELATIONSHIPS / DELEGATED AUTHORITY

- Responsible for:** Nil
- Internal Liaison:** Digital Engagement Producer, Content Team, Senior Communications Advisor, Senior Marketing Advisor, MOTAT Team
- External Liaison:** Content Partners, GLAM Sector Organisations, Professional Associations

## BUDGETARY AUTHORITIES

Nil

## SKILLS & EXPERIENCE

- Experienced in digital content production.
- High level of familiarity with content management systems and SAAS.
- Experience dealing with social media publication and management tools.
- Experience with analytics and data.
- A high level of comfort and skill dealing with social media and other online content platforms.
- Good levels of both written and verbal skills.
- Videography, photography, and social media layout experience desirable.
- Commitment to working in partnership under Te Tiriti o Waitangi.
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.

## Ō MĀTAU UARA OUR VALUES

<b>AUAHATANGA</b> INNOVATION	We will be courageous and try new things.
<b>NGĀTAHITANGA</b> COLLABORATION	We will work as a team that respects and supports others.
<b>MOTUHĒHĒTANGA</b> INTEGRITY	We will act ethically and with respect and transparency.
<b>PŪMAUTANGA</b> SUSTAINABILITY	We will foster knowledge and promote technology that is beneficial to our community and environment

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.