

JOB DESCRIPTION

Producer Brand Content

ROLE TITLE:	Producer Brand Content
SECTION/DIVISION:	Marketing Services, Te Ringa Toro (External Engagement)
REPORTS TO:	Manager Creative Services
DIRECT REPORTS (FTE):	1 FTE
INDIRECT REPORTS (FTE):	Nil
PRIMARY PURPOSE OF THE ROLE:	<p>Manage and produce marketing content to promote the University's brand, academic offerings, events and partnerships, in alignment with the University's strategic marketing plan.</p> <p>Plan, develop and manage digital content, including video, imagery, copywriting and other assets to be used in the University's marketing campaigns and targeted audience communication.</p> <p>A taurira-centric orientation is critical to success in this role.</p>
ACCOUNTABILITIES:	<p>Lead, plan and develop effective and original brand content and activity to promote the University of Otago.</p> <p>Collaborate with and provide advice to colleagues on the development of audience-targeted and appropriate content to be used in marketing campaigns.</p> <p>Plan, research, and produce content to drive compelling, engaging, informative and authentic stories, particularly in digital channels.</p> <p>Review briefs, scripts and stories to ensure that content narratives reflect the brand truth and master brand frameworks.</p> <p>Oversee the production of content that amplifies campus and student experiences and creates "buzz" in online channels, and keeps audiences engaged. Ensure that content creative and storytelling reflect the correct tone of voice appropriate to target audiences.</p> <p>Collaborate with colleagues to plan, create, and manage content calendars, and co-ordinate plans to ensure that content is ready to support campaigns, events, projects and activities. Identify and utilise relevant digital platforms.</p> <p>Ensure that content calendars reflect the key priorities as laid out in the University's strategic marketing plan.</p> <p>Collaborate with various stakeholders and service providers to ensure delivery of content requirements. Manage all interested parties to ensure fulfilment of brief requirements.</p>

Translate marketing and creative briefs into creative concepts and finished creative. Review, develop and refine storyboards, concepts and copy, and work with creative team and other specialists to develop artwork, imagery, and graphics as required.

Ensure the University brand guidelines and design system are executed consistently across all formats.

Collaborate within the Creative Services Team to deliver effective processes for logging, allocating and monitoring activity and workflow.

Proactively collaborate with marketing colleagues to ensure that content appropriately considers and reflects underserved taurira and other key audiences.

Contribute to the Marketing Services Division operational planning processes. Contribute to the development of the University brand, brand positioning, and translate brand strategies into brand content plans for University materials and campaigns.

Collaborate with various stakeholders and service providers to ensure delivery of content requirements. Manage with all interested parties to ensure fulfilment of brief requirements.

Supervise the day-to-day work activities of the team, including timelines, expected customer experience and prioritising and allocating workflow.

Perform Divisional Health and Safety Officer (DHSO), first aid and/or fire warden duties (if required).

KEY RELATIONSHIPS:

Internal

Marketing colleagues
Comms Advisors
Schools' Liaison Team
International Office
Social Media Team
Comms Advisors
Client Services staff

External

Freelancers
Photographers & Videographers
Brand Design Agency
Creative Advertising Agency

QUALIFICATIONS & EXPERIENCE:

Essential

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.
Proven experience in delivering end-to-end creative campaigns or productions.
Experience in positively managing client and stakeholder relationships.

Proven experience in the delivery of high-quality work outputs and managing team performance.
Experience planning and managing creative project budgets and analysing and reporting on metrics.
Demonstrates high attention to detail.

Preferred

Experience of job management or project management tools, digital marketing and communications technologies, channels, tools and systems

TECHNICAL SKILLS AND KNOWLEDGE:

Essential

Proficiency in studio, creative and design software.
Good knowledge in the use of social media and online community platforms.
Excellent time management and organisation skills.
Excellent listening, negotiation and presentation abilities.
Excellent client management skills.

Preferred

Knowledge of tertiary marketing environment.
Knowledge of markets, marketing relationships and creative networks specific to Māori and Pacific Island communities.

SPECIAL REQUIREMENTS:

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.

DIRECT BUDGET ACCOUNTABILITY:

Nil.

MĀORI STRATEGIC FRAMEWORK:

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.

HEALTH AND SAFETY:

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.

SUSTAINABILITY:

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	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
ENABLE	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
PERSONAL ATTRIBUTES	Display Resilience and Courage	Intermediate
	Act with Integrity	Adept
	Manage Self	Intermediate
	Value Diversity	Intermediate
PEOPLE MANAGEMENT	Manage and Develop Capability	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Work Outcomes	Intermediate
	Change and Innovation	Intermediate
LANGUAGE AND CULTURE	Te Reo	Foundational
	Tikanga Māori	Foundational

CAPABILITY FRAMEWORK DESCRIPTORS

Producer Brand Content



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>
ADEPT	ADEPT	ADEPT	INTERMEDIATE
<p>Tailor communication to the audience</p> <p>Clearly explain complex concepts and arguments to individuals and groups</p> <p>Actively listen to others and clarify own understanding. Create opportunities for others to be heard</p> <p>Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience</p>	<p>Take responsibility for delivering high quality customer-focused services</p> <p>Understand customer perspectives and ensure responsiveness to their needs</p> <p>Identify customer service needs and implement solutions</p> <p>Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers</p> <p>Maintain good relationships with key customers in area of expertise</p>	<p>Encourage a culture of recognising the value of collaboration</p> <p>Build co-operation and overcome barriers to information sharing and communication across teams and work units</p> <p>Share lessons learned across teams and work units</p> <p>Identify opportunities to work collaboratively with other areas to solve issues and develop better processes and approaches to work</p>	<p>Utilise facts, knowledge and experience to support recommendations</p> <p>Work towards positive and mutually satisfactory outcomes</p> <p>Identify and resolve issues in discussion with other staff and stakeholders</p> <p>Identify others' concerns and expectations</p> <p>Keep discussion focused on the key issues</p>

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>
ADEPT	INTERMEDIATE	ADEPT	ADEPT
<p>Take responsibility for delivering on intended outcomes. Use own expertise and seek others' expertise to achieve work outcomes</p> <p>Ensure team/work unit staff understand expected goals and acknowledge success</p> <p>Identify resource needs and ensure goals are achieved within budget and deadlines</p> <p>Identify changed priorities and ensure allocation of resources meets new organisational needs. Ensure financial implications of changed priorities are explicit and budgeted</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, identify interrelationships and make relevant evidence based recommendations</p> <p>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</p> <p>Participate in and contribute to team/work unit initiatives to resolve common issues or barriers to effectiveness</p> <p>Identify and share organisational process improvements to enhance effectiveness</p>	<p>Ensure that actions of self and others are focused on achieving organisational outcomes</p> <p>Assess work outcomes and identify and share learnings to inform future actions. Exercise delegations responsibly</p> <p>Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks</p> <p>Understand and exercise integrity and due diligence with budgets, University monies and other resources</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	ADEPT	INTERMEDIATE	INTERMEDIATE
<p>Be flexible and adaptable and respond quickly when situations change</p> <p>Offer own opinion and raise challenging issues in an appropriate manner</p> <p>Listen when ideas are challenged and respond in a reasonable way</p> <p>Work through challenges</p> <p>Stay calm and focused in the face of challenging situations</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism within the team/work unit</p> <p>Set an example for others to follow and identify and explain ethical issues pertaining to work activity. Ensure others clearly understand the legislation and policy framework within which they operate</p> <p>Act to prevent and report misconduct and inappropriate behaviour</p>	<p>Be willing to develop and apply new skills and adapt existing skills to new situations</p> <p>Show commitment to achieving work goals effectively</p> <p>Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance</p> <p>Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult</p>	<p>Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints</p> <p>Seek input from others who may have different perspectives and needs</p> <p>Adapt and respond positively in diverse environments</p>



PEOPLE MANAGEMENT

Manage and Develop Capability	Inspire Direction and Purpose	Optimise Work Outcomes	Change and Innovation
<i>Engage and motivate staff and develop capability and potential in others</i>	<i>Communicate goals, priorities and vision and recognise achievements</i>	<i>Manage resources effectively and apply sound workforce planning principles</i>	<i>Support, promote and champion change, and assist others to engage with change</i>
INTERMEDIATE	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Ensure that roles and responsibilities are clearly communicated</p> <p>Develop team capability and recognise and develop potential in people</p> <p>Be constructive and build on strengths when giving feedback</p> <p>Identify and act on opportunities to provide coaching and mentoring</p> <p>Recognise performance issues that need to be addressed and work towards resolution of issues</p>	<p>Assist team to understand organisational direction and explain the reasons behind decisions</p> <p>Ensure the team/work unit objectives lead to the achievement of outcomes that align with organisational strategy, policies and services</p> <p>Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks</p> <p>Recognise and acknowledge individual and team performance</p>	<p>Develop team/work unit plans that take into account team capability and strengths</p> <p>Plan and monitor resource allocation effectively to achieve team/work unit objectives</p> <p>Ensure team members work with a good understanding of work principles as they apply to the work area</p> <p>Participate in wider work unit workforce planning to ensure the availability of capable resources</p>	<p>Promote change processes and communicate change initiatives across the team/unit</p> <p>Accommodate changing priorities and respond flexibly to uncertainty and ambiguity</p> <p>Support others in managing uncertainty and change</p>



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