

## TE WHAKAATURAKA MAHI / JOB DESCRIPTION

**Position Title** *Te tūraka mahi* : Content Writer

**Area** *Te Tari*: Marketing,  
Communications and Engagement

**Reports to (title)** *Ka whakaratatia e*: Director: Marketing,  
Communications and Engagement

**SP10 placement**: D Band

### Primary purpose *Te take matua*

The Content Writer role creates engaging written marketing and communications content across a variety of online and offline channels including website content, campaign copy, student/employer testimonials, printed collateral (e.g. flyers), email marketing, social media content, nurture communications and intranet posts.

Working with key stakeholders, the Content Writer will develop high-quality content to promote Otago Polytechnic to prospective ākonga and their whānau, to nurture and convert ākonga in the pipeline, to inform current ākonga, and to position the organisation positively for the community and external stakeholders

With the ability to act on a range of briefs, and to tailor writing for a variety of audiences, this role supports all functions within the Marketing, Communications and Engagement team.

### Key responsibilities/accountabilities *Ko ngā takohaka matua / ko kā kaweka matua*

In order of importance, state the major responsibilities / accountabilities of the position and what is achieved

Key responsibilities / accountabilities <i>Ko ngā takohaka matua / ko kā kaweka matua</i>	Outcome <i>Kā hua</i>
Content Consistency	<ul style="list-style-type: none"> <li>Write content that is accurate, professional and meets Otago Polytechnic's brand tone and guidelines</li> <li>Information gathering is done thoroughly and efficiently</li> <li>Editing is consistently undertaken to a high standard</li> <li>Proofreading is undertaken to an exceptional standard, ensuring that high-quality material is produced</li> <li>Writing is expertly tailored to suit the different audience types and stakeholders of Otago Polytechnic, ensuring that the brand voice is maintained across all content</li> <li>Content is viewed as a conversion tool with proactive and data-driven optimisation opportunities sought</li> </ul>
Content Writing and Creation	<ul style="list-style-type: none"> <li>Create engaging quotes, stories and endorsements (students, staff, alumni, employers and stakeholders)</li> <li>Support web content maintenance and planning, create/update optimised content for the Otago Polytechnic website (op.ac.nz) always considering best practice SEO and other digital tactics</li> <li>Write content for various internal communications channels (e.g. student and staff intranets) and external</li> </ul>

	<p>communications channels (e.g. newsletters)</p> <ul style="list-style-type: none"> <li>• Support social media content creation (e.g video scripts)</li> <li>• Create copy for recruitment events (e.g. taster days, expos)</li> <li>• Create copy for various marketing collateral (e.g. flyers, adverts)</li> <li>• Play an active and integral role in campaign creation, from ideation to creation and rollout</li> <li>• Craft nurture communications for applicants and enrolled students</li> <li>• Proactively seek opportunities to promote and showcase Otago Polytechnic to both internal and external audiences</li> <li>• Provide copywriting support and advice when needed to all other departments</li> </ul>
Observe principles and practices of Equal Employment Opportunity and Diversity	<ul style="list-style-type: none"> <li>• Fair treatment in the workplace is delivered and observed</li> </ul>
Fulfill Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	<ul style="list-style-type: none"> <li>• Achievement of a healthy and safe work and learning environment</li> <li>• New and existing hazards will be pro-actively identified and managed</li> <li>• Incidents, accidents and occupational illnesses immediately reported</li> <li>• Safe work methods will be adhered to including the use of Personal Protective Equipment</li> </ul>
Fulfil our individual and collective responsibilities, accountabilities and expectations as outlined in <a href="#">The Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021</a>	<ul style="list-style-type: none"> <li>• Uphold the responsibilities outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice, contributing to a safe, supportive environment that prioritises ākonga wellbeing and success. Participate in required training to confidently apply the Code within your role.</li> <li>• Integrate Te Tiriti o Waitangi principles and actively support equitable outcomes to create and support opportunities for ākonga voices to be heard, enabling responsive actions that meet ākonga needs and foster their achievement.</li> <li>• Awareness to attain OP as an inclusive environment for all cultures and languages.</li> </ul>
Fulfill Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information Management Policy	<ul style="list-style-type: none"> <li>• Create, maintain and store full and accurate records of activities, transactions, and decisions carried out in the course of daily business.</li> <li>• Records are to be disposed of only when legally authorised to do so, as per Disposal Authorities: DA424 and GDA 6 and 7</li> <li>• Otago Polytechnic records are not to be created or maintained in any personal or private cloud storage services (e.g. DropBox)</li> </ul>
Demonstrate organisation's values on a daily basis	<ul style="list-style-type: none"> <li>• Alignment to organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes</li> <li>• Our values are consistently demonstrated.</li> </ul>
<b>Inherent Requirements:</b>	

Inherent requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job
- Meet the productivity and quality requirements of the position
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

<b>Key working relationships <i>Kā honoka mahi matua</i></b>	
<b>Key working relationships <i>Kā honoka mahi matua</i></b>	<b>Nature and purpose of contact <i>Te āhua me te take o te honoka</i></b>
Director: Marketing, Communications and Engagement	Formal Leader. Provide strategic and operation advice (both ways). Provide assistance and seek instruction on a wide range of matters.
Marketing, Communications and Engagement team	Skilled delivery, collegial support and advice, work distribution, peer discussions in a self-leading team environment.
All Schools/Colleges, Departments and campuses of Otago Polytechnic	Provide advice and operational support. Seek feedback and input.
External partners, including but not limited to industry, community and mana whenua and external stakeholders	Work in partnership to understand needs and how we can meet these.

<b>Decision making authority <i>Kā rakatirataka whakatauka</i></b>	
<b>Decisions expected <i>Kā whakatauka tūmanako</i></b>	<b>Recommendations expected <i>Kā taunaki tūmanako</i></b>
Prioritisation of work load and portfolio to bring about maximum organization benefit	Priorities determined
Approvals in accordance with the Delegations of Authority; sign off letter of appointment and variations as required.	Decisions and Expenses approved in line with budget and delegation in a timely and accurate manner. These are as per Otago Polytechnic policies as amended from time to time

**Position dimensions *Kā āhuataka tūraka***

List the relevant financial and staffing dimensions for which this position is accountable.

- **Sales/revenue:** Nil
- **Budget:** Nil
- **Number of employees reporting directly:** Nil

**Selection Criteria – Knowledge & Skills *Whakariteka Kōwhiritaka - kā mātauraka me kā pūkeka***

Essential:

- Proven ability to:
  - write effective and engaging content across a wide range of internal and external channels to achieve marketing and communications objectives
  - implement written content including campaign copy, email marketing, social media and website copy
  - to communicate and collaborate effectively
- Exceptional proofreading skills attention to detail
- Excellent people skills, a good ability to listen and convert conversation/interviews into engaging written content
- Demonstrated ability to:
  - consistently meet deadlines
  - set your own priorities to meet goals
  - organise and manage your own workload
  - deliver a brief to a very high standard.

*Desirable:*

- Experience of Silverstripe 4.0 Content Management System

- An enjoyment of exploring different ways to convey messaging (e.g. infographics)
- Experience of using a workload management tool within a collaborative team setting (e.g. Click Up, Trello)
- Strong knowledge and application of search engine optimization (SEO) best-practice when creating online content

<b>Selection Criteria – Education and Experience</b>	<b><i>Whakariteka Kōwhiritaka - kā kuraka me kā wheako</i></b>
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Essential:

- Bachelor's degree in marketing, English, journalism or a related field, or
- 3+ years' experience creating written content for marketing and communications outcomes

Desirable:

- Experience working in tertiary education

<b>Personal Attributes <i>Kā Āhuatanga Whaiaro</i></b>
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- A genuine love for writing
- Be an effective Te Tiriti o Waitangi partner by supporting the values and tikaka of mana whenua throughout your mahi
- High level of professional and ethical conduct
- Effective time management skills
- Initiative, enthusiasm and a positive attitude
- Proven ability to work under pressure.
- Flexible, responsive and customer orientated manner
- Ability to listen, absorb feedback and a willingness to keep learning.
- Empathetic, able to work easily and effectively with a wide range of stakeholders.
- An enjoyment of collaborative work, a willingness to be an integral part of the team.

This position description outlines the key accountabilities/ responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.