OTAGO POLYTECHNIC

JOB DESCRIPTION / TE WHAKAATURAKA MAHI

Position Title Te tūraka mahi: Content Writer

Area Te Tari: Marketing, Sales &

Communications

Reports to (title) Ka whakaratatia e: Co-Manager Marketing,

Communications & Engagement

SP10 placement: D Band

Primary purpose Te take matua

The Content Writer role creates compelling written marketing and communications content (for both online and offline channels), including internal and external communications, publications, marketing collateral and website copy. Working with key stakeholders, the Content Writer will develop high-quality content, engage with a wide range of audiences, to elevate Otago Polytechnic and the activity it undertakes. Working to a variation of briefs, audiences and types of content, 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, what is achieved, and the approximate percentage of time involved.

Key responsibilities / accountabilities Ko ngā takohaka matua / ko kā kaweka matua	Outcome Kā hua
Content Writing	 Write content that is accurate, consistent, professional and meets Otago Polytechnic's brand tone and guidelines Information gathering, writing, editing and proofreading of other corporate publications are delivered when required All copy is proofread to an exceptional standard to ensure high-quality of all material is produced Otago Polytechnic audiences are understood, and writing is tailored for the many stakeholders, while the brand voice is maintained Written content libraries are kept up-to-date Content is viewed as a conversion tool with proactive and data-driven optimisation opportunities sought for evergreen content Approval of own work is sometimes required
Function Support	 Create student and staff profiles, write content for various internal communications channels and needs, support social media creation, supporting the Communications function Create promotional copy for Otago Polytechnic events, liaison news and regular correspondence, supporting the Engagement function Create copy for various marketing collateral, web content and ad copy, supporting the Marketing and Creative functions Update pages on the marketing website (op.ac.nz), support content planning and SEO research, supporting the Website function Collate and write content for various Otago Polytechnic publications Proactively seek opportunities to promote and showcase Otago Polytechnic to both internal and external audiences

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	 Provide copywriting support and advise as required to all Schools, Colleges, Service Departments, under the direction of the team leads
Observe principles and practices of Equal Employment Opportunity and Diversity	Fair treatment in the workplace is delivered and observed
Fulfil Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information	 Create, maintain and store full and accurate records of activities, transactions, and decisions carried out in the course of daily business. Records are to be disposed of only when legally authorised to do so, as per Disposal Authorities: DA424 and GDA 6 and 7
Management Policy	 Otago Polytechnic records are not to be created or maintained in any personal or private cloud storage services (e.g. DropBox)
Fulfil Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	 Achievement of a healthy and safe work and learning environment New and existing hazards will be pro-actively identified and managed Incidents, accidents and occupational illnesses immediately reported Safe work methods will be adhered to including the use of Personal Protective Equipment
Demonstrate the Otago Polytechnic Values (Caring / Manaakitaka, Courage / Māia, Accountability / Takohaka and Empowerment / Whakamanataka) on a daily basis	Alignment to Organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes

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.

Key working relationships Kā honoka mahi matua			
Key working relationships Kā honoka mahi matua	Nature and purpose of contact Te āhua me te take o te honoka		
Co-Managers of Marketing, Communications & Engagement	Formal Leaders. 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.		

Decision making authority Kā rakatirataka whakatauka			
Decisions expected Kā whakatauka tūmanako	Recommendations expected Kā taunaki tūmanako		
Prioritisation of workload and portfolio to bring about maximum organization benefit	Priorities agreed in line with team decision-making processes under the oversight of the Director		
Approvals in accordance with the Delegations of Authority	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		

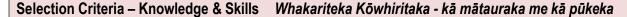
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Position dimensions Kā āhuataka tūraka

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

Sales/revenue: N/A
 Budget: N/A

Number of employees reporting directly: Nil



Essential:

- Proven ability to write effective and engaging content across channels to achieve marketing and communications objectives
- Proven ability implementing written content including editorial and story-led articles, email marketing, social media and website copy
- Proven ability to communicate and collaborate effectively
- Demonstratable proofreading skills and attention to detail
- The ability to consistently meet tight deadlines
- Knowledge of content marketing tactics

Desirable:

- Experience using Google Analytics to analyse web content and make optimisation recommendations
- Experience updating websites as marketing channels with experience of Content Management Systems for updating and loading content
- Strong knowledge and application of search engine optimisation best-practices in online content

Selection Criteria – Education and Experience Whakariteka Kōwhiritaka - kā kuraka me kā wheako

Essential:

- Bachelor's degree in Marketing, English, Journalism or related field
- 3+ years' experience creating written content for marketing outcomes

Desirable

Experience working in tertiary education

Personal Attributes Kā Āhuatanga Whaiaro

- Facilitative and collaborative leadership style
- High level of professional and ethical conduct
- Effective time management skills.
- Initiative, enthusiasm and a positive attitude.
- Able to work in a self-leading team environment
- Be an effective Te Tiriti o Waitangi partner

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.

