

## 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<br><i>Ko ngā takohaka matua / ko kā kaweka matua</i> | Outcome Kā hua  |
|--|---|
| Content Writing  | <ul style="list-style-type: none"> <li>• Write content that is accurate, consistent, professional and meets Otago Polytechnic's brand tone and guidelines</li> <li>• Information gathering, writing, editing and proofreading of other corporate publications are delivered when required</li> <li>• All copy is proofread to an exceptional standard to ensure high-quality of all material is produced</li> <li>• Otago Polytechnic audiences are understood, and writing is tailored for the many stakeholders, while the brand voice is maintained</li> <li>• Written content libraries are kept up-to-date</li> <li>• Content is viewed as a conversion tool with proactive and data-driven optimisation opportunities sought for evergreen content</li> <li>• Approval of own work is sometimes required</li> </ul>   |
| Function Support   | <ul style="list-style-type: none"> <li>• Create student and staff profiles, write content for various internal communications channels and needs, support social media creation, supporting the Communications function</li> <li>• Create promotional copy for Otago Polytechnic events, liaison news and regular correspondence, supporting the Engagement function</li> <li>• Create copy for various marketing collateral, web content and ad copy, supporting the Marketing and Creative functions</li> <li>• Update pages on the marketing website (op.ac.nz), support content planning and SEO research, supporting the Website function</li> <li>• Collate and write content for various Otago Polytechnic publications</li> <li>• Proactively seek opportunities to promote and showcase Otago Polytechnic to both internal and external audiences</li> </ul> |

## OTAGO POLYTECHNIC

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|---|---|
|   | <ul style="list-style-type: none"> <li>Provide copywriting support and advise as required to all Schools, Colleges, Service Departments, under the direction of the team leads</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>   |
| Fulfil 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> |
| Fulfil 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>  |
| Demonstrate the Otago Polytechnic Values (Caring / Manaakitaka, Courage / Māia, Accountability / Takohaka and Empowerment / Whakamanataka) 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> </ul>  |

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>  |
| 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.<br>Seek feedback and input.   |

| <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 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 |

## 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

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

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.