

# Job Description: Head of Content

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| **Team** | Content |
| **Reports to** | CEO |
| **Direct Reports** | Test Manager, Research Manager, Sub-Editor |
| **Location** | Wellington |
| **Date** | November 2020 |

## About us

Consumer NZ exists to get New Zealanders a fair deal. We campaign for change using the testing and research content we produce on a wide range of consumer issues. We are fierce advocates for consumer rights.

## Role purpose

The content team is the engine room of Consumer NZ. Without high-quality, relevant and engaging content, Consumer NZ cannot meet its objectives. The Head of Content is a key strategic decision-maker who is the Chief Editor across all content creation. The key functions of the role are to:

* ensure, in collaboration with the Research and Test Managers, that Consumer NZ’s test, research and campaign content is produced efficiently and meets high standards for quality, accuracy and engagement
* lead Consumer NZ’s content-creation strategy and ensure that it is aligned with other organisational strategies
* work with the Research and Test Managers to ensure robust decision-making processes are used to determine the content Consumer NZ produces
* work closely with the Strategy, Insights & Digital team to identify and utilise data to help inform content decision-making processes
* work closely with the CEO on decisions that could impact the reputation of Consumer NZ including content decisions
* provide leadership and direction on style, tone and context-specific voice across Consumer NZ’s content
* manage Consumer NZ’s editing guidelines and processes to ensure that editing is as effective and efficient as possible
* empower Consumer NZ staff to grow and improve as content producers
* work closely with the Experience, Communications and Commercial functions to deliver content that enables these teams to perform at their best
* champion Consumer NZ’s values.

## Role responsibilities

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| Business Area | Responsibilities |
| Outcomes | Outcomes will reflect that:   * Consumer NZ content is accurate, fair, relevant and of a consistently high quality * Consumer NZ content engages existing audiences and attracts new audiences * Consumer NZ has a whole-of-organisation view of content * Consumer NZ has universal and context specific voice and tone guidelines (the Style Guide) * Consumer NZ content and research writers are coached and developed * Consumer NZ content production processes are as efficient and empowering as they can be. * Support content leaders to undertake research and testing in-house or purchase content from external parties, ensuring alignment with budget and strategy. |
| Strategy | * Contribute as a member of the Executive to the development of the Consumer NZ strategy. * Develop and champion a content strategy that promotes evidence-based decision-making and the regular review of content effectiveness. * Regularly report on progress against strategy. * Develop a framework for assessing and prioritising content ideas in line with the content strategy and the Consumer NZ strategy. * Regularly review strategy using data and insights to measure the effectiveness, reach and popularity of content. |
| Decision-making | * Act with sound judgement and use initiative to find solutions to problems. * Align content with the Consumer NZ strategy and prioritise content that will have the most impact. * Act with the highest level of integrity at all times and ensure decisions support Consumer NZ’s independence and reputation. * Work with other teams to ensure that decisions align with other organisational strategies. |
| People Management | * Hire and grow great people. * With the Test and Research Managers, maintain a suitable balance of permanent and freelance staff to ensure the Content team can meet volume and quality expectations. * Ensure all staff (whether in the Content team or elsewhere) understand the Consumer NZ strategy and can contribute fully to it. * Champion a culture of transparency, supportiveness and shared understanding of objectives. * Work with managers to set clear KPIs for content production and editorial staff and hold staff accountable to these. * Work with other teams to ensure that the content team capacity is understood and deadlines and expectations are known and met by Content staff. |
| Budget | * Work closely with the Head of Finance & Corporate Services to set budgets that enable the content strategy to be delivered effectively. * Work with Test and Research Managers to set the Test and Research budgets to effectively deliver to strategy. * Hold oversight of the Content budget, working within delegated authorities. |
| Internal Stakeholders | * Work closely with the CEO, Research and Test Managers on content decisions and advise of potential risks those decisions pose to Consumer NZ’s content capabilities. * Maintain close and collaborative relationships with all Executive members. * Work closely with the Head of Communications & Campaigns to coordinate the campaign work programme, and support media or public relations activity. * Ensure close collaboration between the Test and Research Teams to identify, plan and implement campaign activity effectively and most efficiently. * Work closely with the Experience & Marketing team to ensure that all content is ‘fit for purpose’ and has maximum impact. |
| External Stakeholders | * Work with the Research and Test Managers to ensure, where appropriate, any third parties featured in Consumer NZ content can respond, before adverse comment is made. |

## Technical knowledge and skills required

* High-level ability to identify and create content relevant for Consumer NZ’s audiences
* Understanding of how content is consumed across devices and channels
* Ability to work under pressure and to a deadline
* Working knowledge of media, consumer and defamation law
* Outstanding writing, research and communication skills
* Excellent understanding of process development and implementation, particularly in a content and editing environment.

## Leadership and management competencies

* Thinks, plans and acts strategically at the Executive and team level
* Focusses on delivering to strategy
* Drives innovation and continuous improvement
* Works with integrity and shows a willingness to maintain Consumer NZ’s independence
* Purpose-driven and motivated by the opportunity to make a difference
* Inspires and motivates others to go above and beyond
* Shows courage and decisiveness, and leads with integrity - always upholding the ethics and values of Consumer NZ
* Adopts sound people management skills, including with other managers
* Ability to nurture talent, and provide training and support for staff
* Outcomes-focused, balancing creativity with organisational requirements
* Sets high content standards for staff and holds them accountable for expected outcomes
* Models and fosters respectful and collaborative working relationships.

## Work experience and qualifications you’ll bring to this role

* Background in media, law, consumer protection or web content production
* At least five years’ editorial experience, preferably with experience in both hard copy and web content production
* A relevant tertiary qualification
* Experience on a senior leadership team
* Experience implementing strategy across an organisation.
* Experience with data collection and analysis.