Online Editor

DigitalNZ (DNZ), National Library, Information and Knowledge Services

The Online Editor collaborates with a wide range of content owners and authors to publish high quality content that represents the Library and facilitates use of its products and services. The Online Editor determines the standards and voice of the Library online across natlib.govt.nz and social media channels. The role manages the content lifecycle of online content, ensuring that we deliver high quality user-focused content while building capability across the Library.

- **Reporting to**: Manager, National Library Online
- **Location:** Wellington
- **Salary range**: Information Management, Band G

What we do matters – our purpose

Our purpose is to serve and connect people, communities and government to build a safe, prosperous and respected nation.

In other words, it's all about helping to make New Zealand better for New Zealanders.

How we do things around here – our principles
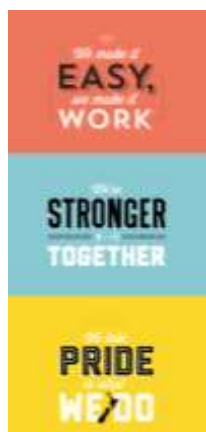
We make it easy, we make it work
- Customer centred
- Make things even better

We're stronger together
- Work as a team
- Value each other

We take pride in what we do
- Make a positive difference
- Strive for excellence

Working effectively with Māori

Te Aka Taiwhenua – our Māori Strategic Framework – enables us to work effectively with Māori. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

INTERNAL AFFAIRS
Te Tari Taiwhenua

What you will do to contribute	As a result we will see
Content management and strategy • Create, edit, proof, approve, and publish content for natlib.govt.nz and associated channels • Ensure content across National Library website and channels is user focused, accurate, engaging, up-to-date and meets goals of content strategy • Collaborate with content owners and subject matter experts to ensure content is accurate and useful • Lead the Library's online content strategy in consultation with management and content owners • Manage Library-wide content development processes and practices to improve the ease and efficiency • Deliver and maintain style guides and associated website documentation • Coordinate and oversee publication of the National Library blog • Review and revise content to meet all required standards • Perform and document audits of site content to evaluate quality and effectiveness • Provide appropriate online analytics and reports to identify trends and developments • Contribute to the capability development of staff producing content • Actively participate as an action researcher to find innovative solutions for service improvement • Support the Poet Laureate's online presence	• Ongoing, regular, and responsive publication across NLNZ channels • Content that meets user needs and is readable, purposeful, and up to date • Content that connects with goals of content strategy • Content that reflects the range of products and services offered by the Library and diversity of our audience • Content that meets plain English, style, voice, and NZ government accessibility and usability standards
Social media outreach • Create, edit, proof, approve, and publish content to the Library's primary social channels, and He Tohu Facebook • Create and implement a plan for effective and sustainable use of the Library's social media • Plan and deliver social media outreach campaigns in support of public programmes, collection surfacing, and Library service usage • Advise on the use of the Library's other channels	• The Library reaches a broader and more diverse audience • Input from the audience is fed back to the Library • Public programmes' reach is improved

What you will do to contribute	As a result we will see
Building relationships • Manage and build relationships within the Library, with DIA colleagues, and the wider Cultural Heritage sector • Collaborative working relationships with other members in the National Library Online team and DigitalNZ staff	• Other groups find it easy to work with the Web Management team, and find our contribution valuable • National Library is seen as a contributor to the wider sector
Health and safety (for self) • Work safely and take responsibility for keeping self and colleagues free from harm • Report all incidents and hazards promptly • Know what to do in the event of an emergency • Cooperate in implementing return to work plans	• A safe and healthy workplace for all people using our sites as a place of work • Health and safety guidelines are followed

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/ lead	Deliver to
Internal	Manager, National Library Online	✓	✓	✓	✓		✓
	Digital Service Managers, NLO	✓	✓	✓	✓		✓
	Community Manager, DigitalNZ	✓	✓	✓	✓		
	Online Content Coordinator and Editor, S2S	✓	✓	✓	✓		
	Online Content Coordinator, Turnbull	✓	✓	✓	✓		
	Content owners	✓	✓	✓	✓		✓
	Content creators	✓	✓	✓	✓		
	Subject matter experts	✓	✓	✓	✓		
	DIA Comms team	✓	✓	✓	✓		
External	Poet Laureate	✓	✓	✓	✓		✓
	External content creators	✓	✓	✓	✓		

Your delegations

Human Resources and financial delegations	Level Z
Direct reports	N/A

Your success profile for this role	What you will bring specifically
At DIA, we have a Capability Framework to help guide our people towards the behaviours and skills needed to be successful. The core success profile for this role is Specialist. **Keys to Success:** • Problem solving • Critical thinking	**Experience:** • Proven experience of writing for the web, with proven ability of creating content that is accessible and usable • Experience developing engaging storylines and ideas for different audiences • Experience in web and social media editing and co-ordination in a library or heritage context, using a variety of platforms, products, tools,

Your success profile for this role	What you will bring specifically
• Interpersonal savvy • Navigating complexity • Communicating with influence • Technical and specialist learning	approaches, and formats • Experience in digital content management practices, web standards and their application • Experience in web analytics, trend analysis and reporting • Experience with Agile methodology **Knowledge:** • Extensive knowledge of accessibility standards and solutions • Extensive knowledge of the library and heritage sector in New Zealand and internationally, awareness of the challenges and opportunities this presents. • Extensive knowledge of effective approaches to communicating with a wide range of audiences online • Knowledge of web trends and best practise digital content design • Knowledge of technical aspects of web development **Skills:** • Excellent editing skills and written communication skills • Excellent planning, problem solving and time management skills — able to deliver to deadlines • Excellent advocacy and promotional skills • Training and development skills, to support capability development for other staff in the team. • Strong capability in HTML and CMS • Ability to simplify complex language and descriptions • Ability to analyse business problems and provide solutions • Excellent communication, collaboration, and interpersonal skills **Other requirements:** • Tertiary qualification relevant to the role (teaching, librarianship, museum and heritage studies, information and online services management).