
POSITION DESCRIPTION

Position:	Head of Content
Location:	Waikato
Business Area:	Digital Content
Group:	Customer
Reporting to:	General Manager, Customer
Staff Responsibilities:	Content Co-ordinator (x2)
Issue date:	25 November 2020

Our Role

New Zealand Thoroughbred Racing (NZTR), is the governing body of the thoroughbred racing industry in New Zealand and we represent the interests of thoroughbred industry stakeholders.

NZTR exists to provide the thoroughbred racing industry with leadership and direction by:

- a) Ensuring that the thoroughbred code is effectively administered;
- b) Determining its strategic direction; and
- c) Ensuring its health and competitiveness with other sports and entertainment options.

NZTR is also responsible for developing all racing industry training programmes in New Zealand and operates a number of dedicated apprentice schools across the country.

We are based in Wellington and share the same building as the New Zealand Racing Board, the TAB, and Greyhound Racing New Zealand.

Our challenge is to make sure that everything we do meets one simple test - what is best for New Zealand thoroughbred racing.

Your Role

LOVERACING.NZ is the brand that represents the fans of our sport. The brand proposition is to engage a wider audience in the sport we love, thoroughbred racing.

The Head of Content will be responsible for management and execution of the digital content strategy across our digital and social platforms. This will involve liaising with our third-party content providers and develop the schedule, the planning and the execution of the digital content strategy. This exciting role will help shape the way we promote our sport through fresh, engaging content to increase our fan base!

Working Relationships

Internal	External	Boards and Committees
<ul style="list-style-type: none"> ▪ Chief Executive ▪ GM, Customer ▪ All managers and employees of NZTR 	<ul style="list-style-type: none"> ▪ Racing Club Managers ▪ TAB Trackside ▪ External Stakeholders ▪ NZ Media ▪ Major sponsors investing in NZ thoroughbred racing industry 	<ul style="list-style-type: none"> ▪ Nil

Key accountabilities

Key result area	Accountabilities
Digital Content	<ul style="list-style-type: none"> ▪ Overall control of the digital content strategy for LOVERACING.NZ. ▪ Have oversight of the scheduling, planning and execution of the digital content strategy. ▪ Function as the key liaison for content providers engaging with regular planning sessions. ▪ Progress opportunities to leverage TAB NZ broadcasting resource and capability to provide video/audio.
Stakeholder management	<ul style="list-style-type: none"> ▪ Establish and maintain positive and effective partnerships with internal and external stakeholders. ▪ Effective engagement with all key NZTR stakeholders.
NZTR Health and Safety	<ul style="list-style-type: none"> ▪ Ensure health and safety procedures, policies and practices are implemented, followed and understood. ▪ Follow all instructions at all times as issued by the NZTR Health and Safety representative from time to time.

Person Specification

- 2 – 4 years' experience in a similar role
- Content management and/or production experience
- Strong relationship and communication skills
- Strong planning and organisational skills
- Knowledge in thorough bred racing is strongly preferred.

Attributes/Success Factors

- Ability to manage self-prioritising, planning and time-keeping.
- Demonstrate clear, concise and effective interpersonal communication skills both written and verbal.
- Demonstrate ability to make considered decisions quickly, when required, and take action effectively.