



## 1. Position Description

<b>Title:</b>	<i>Head of Content</i>
<b>Status:</b>	<i>Ongoing</i>
<b>Salary Range:</b>	<i>Range from vt1.95m to vt2.95m</i>
<b>Reports to:</b>	<i>Chief Executive Officer VBTC</i>
<b>Functional Relationships:</b>	<i>Colleagues in Senior Management, Radio Vanuatu, TBV, Paradise 98 FM, Femme Pawa 99 FM and all other departments</i>
<b>Qualifications:</b>	<i>Proven experience in senior editorial and or content production roles. At least 10 years of experience working in any similar senior content management role particularly in television production. Tertiary qualification in media, communications, journalism, business administration, public relations, international relations or marketing are highly desirable.</i>
<b>Department / Unit:</b>	<i>Corporate Unit</i>
<b>Location:</b>	<i>Port Vila</i>

## 2. VBTC mission

The Vanuatu Broadcasting & Television Corporation (VBTC) is Vanuatu's only public service broadcaster. Its mission is to deliver content that informs, educates and entertains all Ni Vanuatu citizens through radio, television and online services. VBTC aims to reach and respond to citizens through the provision of public interest media and discussion, and through this, meet its obligation to reinforce the Vanuatu identity.

The overall role of VBTC staff is to work together with respect and integrity to deliver content and services. Every employee has a responsibility to contribute to the vibrancy, diversity, inclusiveness and health of VBTCs work culture through their expertise, capabilities and responsiveness to daily tasks.

## 3. Job Purpose/summary:

The Head of Content is responsible for the oversight of activities of each of the four key content departments of the VBTC, including Television, Radio, Digital/Multimedia; and News, Current Affairs and Sport. The Head of Content will work closely with each of the content departments on topic generation, thematic approach and genre focus to ensure best day to day experience for VBTC audiences across the country.

The Head of Content will supervise Executive Producer Television, Executive Producer Radio, Multimedia Editor and Editor News, Current Affairs and Sport. The Head of Content will also be across digital online trends; and current affairs; and ensure content departments are up to date for the production of relevant, accessible and engaging content.

## 4. Key Accountabilities and Responsibilities

- Planning and Development:**
- Development and optimisation of content across the Corporations through preparation of content strategy and implementation plan.
  - Ensure that content strategies and editorial decisions formulated across content executive are maintained and in line with VBTC charter, policy and legislative requirements.
  - Work closely with Head of Commercial to ensure that VBTC brand standards and corporate identity are consistent across all areas of the Corporation.
  - Leverage celebrities and influencers to drive huge content campaigns.
  - Assign priorities to tasks.

- Drive production initiatives.
- Cultivate team professional growth and development.
- Maintain timelines and due dates so that content deliverables are completed when they need to be.
- Delegate tasks to appropriate team members.
- Unite social, video and digital content teams through one creative vision and voice.
- Monitor and participate in team communication channels.
- Develop a process to identify new content and repurposing opportunities, and guide the process of mapping overall content strategy.
- Build and cultivate the team that fulfills these objectives.
- Work directly with the CEO to develop a deep understanding of style, values, point of view, and voice.
- Define, develop, implement, and maintain a content publishing workflow.
- Manage the day-to-day operations and budget for editorial and video team resources.
- Inspire senior leaders and junior team direct reports to continue creating their best work.
- Drive and/or supervise workflow for the production of articles, summits, courses, and other content products.

**Strategy and research:**

- Develop and oversee an integrated content strategy that encompasses channel/platform management; editorial policy standards; and research/metrics data to be applied and aligned with overarching goals of the VBTC.
- Work closely with heads of departments on application of Editorial Policy, including reinforcing standards amongst staff, as well as reinforcing common understanding across the Corporation.
- Design and implement systems that measure, manage, optimise and communicate the performance of content broadcast by the VBTC against the organisations operational objectives and strategies.
- Play an active role in research for the VBTC, guiding the formulation of qualitative and quantitative surveys and other forms of information gathering that help inform awareness and issues relating to the VBTC's operating environment.
- Conduct research on the competitive environment and gather other data that helps inform content themes.

**Leadership and management:**

- Lead and inspire the development of first-class content by content departments across all platforms and means of production, including video, audio, graphics, social media and events, to ensure optimal delivery of content to target audiences across multiple channels and outlets.
- Act as a mentor to key content department personnel; ensuring a steady gradual improvement to their professional skills and standards of work.
- Play a collaborative role by partnering with Head Commercial and Director Operations to ensure effective management across second tier of VBTC Executive.
- Ability to multi-task and work collaboratively in a fast-paced startup-type environment.
- Leadership, listening skills, and collaborative attitude with teams. Adept in people management and negotiation for win-win outcomes.

- Committed to a healthy lifestyle, positive team culture, and personal growth.
- Good judgment, competent decision-making, critical thinking and problem-solving skills.
- Possess both intellectual and emotional intelligence, with a high level of integrity and broad outlook. Adaptable and dependable.
- Non-defensive in giving and receiving constructive feedback.

**Media/Social media:**

- Oversee all content put out by the VBTC in relation to content, promotion, audience engagement, client service and performance management.
- Oversee social media development tools and processes in order to maintain VBTC brand integrity and inform strategic direction for the corporation through its social media presence.

**Reporting:**

- Provide advice and reports to CEO VBTC as required or commissioned to undertake.

## 5. Competencies

**Communication** – demonstrate exceptional communication skills, both written and verbal form. Ability to communicate important information from the top down. In-depth understanding of Vanuatu’s changing media, commercial and government policy environment and how to maximise revenue-generating potential for the VBTC.

**Strategic thinking** – Inspire a sense of purpose & direction amongst staff; focus strategically; identify opportunities; show good judgement & common sense.

**Achieves results** – Build team capability and responsiveness; excel in own area of expertise and knowledge; implement changes and deal with uncertainty; deliver on results; demonstrate accountability for use of resources.

**Communicates with influence** – Communicate clearly and effectively; listen, understands and adapt; negotiate persuasively and consult regularly. Communicate appropriate commercial and financial information to non-commercial staff and managers.

**Relationship management** – Nurtures internal and external relationships; facilitates cooperation; develops people; proactively manages stakeholders.

**Personal drive and integrity** – demonstrate professionalism, impartiality & honesty; committed to VBTC values and objectives; brings innovative approach to a problem or solution; displays resilience and integrity; demonstrates self-awareness; seeks improvement.

**Innovation and creativity** – lateral thinker, demonstrates interest and creativity in developing new ideas and proposals to generate revenue.