



TaurangaCity

Job description

Title	Content Producer
Number	
Group	Strategy, Partnerships & Growth
Division	Community Relations
Reports to	Team Leader: Strategic Content Lead
Date	14/08/2026

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:-

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

At TCC we uphold the principles of Te Tiriti o Waitangi by engaging in an effective and meaningful partnership with tangata whenua. We are committed to developing our knowledge and understanding of te reo Māori, tikanga Māori, Mātauranga Māori and our partnership with tangata whenua.

Job purpose

The primary purpose of this role is to create and deliver compelling multimedia content that connects communities with the work of Tauranga City Council.

Reporting to the Strategic Content Lead and working closely with project and activity leaders, the job holder will identify story opportunities, develop creative concepts and produce engaging video, photography and digital content that improves public understanding, participation and trust in council services, projects and initiatives.

The role combines storytelling, content creation, videography, photography and editing to produce audience-focused content across digital, social and corporate channels.

Key outcomes

Engaging Community-Centric Content.	• Proactively identify and create engaging video, photography and digital content that informs, educates and inspires community audiences. • Develop creative storytelling approaches that bring council projects, services and initiatives to life. • Produce high-quality visual content, including video, photography, graphics and animations.
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	• Apply communications, journalism or storytelling skills to create content that improves public understanding and participation.
Strengthening Awareness and Perception of the City Council	• Collaborate closely with the communications team to develop compelling and consistent stories across multiple channels • Build and maintain positive relationships with community groups, businesses, organisations and media. • Lead the development of human-centred stories that showcase the impact of council services and investments. • Identify opportunities to tell proactive stories that strengthen community awareness and trust.
Council Content is Accessible, Accurate and Timely.	• Support colleagues by providing timely and coordinated content advice. • Prepare high-quality, audience-focused content in accordance with agreed service deliverables. • Ensure content is accurate, accessible and delivered within required timeframes. • Produce professional video, photography and visual content using Adobe Creative Cloud and related platforms. • Create content for digital and social media channels where appropriate. • Support post-production activities to ensure a consistently high standard of published content.
Driving Content Innovation and Collaboration	• Support the communications team through creative thinking, content planning and storytelling expertise. • Monitor content trends, audience behaviours and emerging digital platforms to identify opportunities for innovation. • Use audience insights and content performance data to improve future content outcomes. • Demonstrate initiative by proactively generating ideas, identifying stories and seeking opportunities to increase community engagement.

The job description is not an exhaustive list of requirements, the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential
Qualification in communications, journalism, media, marketing or a related field, or equivalent experience. Demonstrated experience creating multimedia content for digital and social media platforms.

Proven videography, photography and editing skills.

Experience using Adobe Creative Cloud (Premiere Pro, Photoshop, Lightroom, After Effects or similar).

Strong storytelling, writing and interviewing skills.

Experience working with diverse communities and stakeholders.

Proven portfolio demonstrating creative and engaging content production.

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WHANAKE TE TAI

Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections