

KO TAKU REO

Deaf Education New Zealand

Job Description / Performance Agreement

NAME:

POSITION: NZSL Production Coordinator

TENURE: Fulltime, Permanent

RESPONSIBLE TO: Digital Resource Lead

DIMENSIONS OF RESPONSIBILITY: Digital Resource Production
Professional Conduct
Professional Relationships and Values

DESCRIPTION:

The NZSL Production Coordinator is responsible for the creation and quality control of video-based resources for students, staff and the organisation. This includes NZSL translation support, resource development, presenting and signing, filming and technical support, art direction, and essential video editing.

The role requires fostering of professional relationships and commitment to professional values including building professional knowledge and skills. The NZSL Production Coordinator leads themselves professionally, in alignment with the strategic direction and in a manner that ultimately improves learning for all ākonga.

SIGNED _____
Video Production Coordinator

DATE _____

SIGNED _____
Director of Communications and Resources

DATE _____

DIMENSIONS OF RESPONSIBILITY

Dimension One – Digital Resource Production

The NZSL Production Coordinator is proactive in ensuring all digital resources meet the requirements of students, staff and the organisation, utilising project management and design processes.

Criteria	Key Tasks/Indicators
Production values and technical execution are at a high standard for all videos.	<ul style="list-style-type: none">• Utilises appropriate photography, filming and lighting techniques to capture high quality images and video footage.• Utilises Adobe CC tools (Premiere Pro, After Effects, Media Encoder) to edit footage into final videos at a professional standard.• Manages the film studio, equipment and provides technical support for other staff.• Ensures all videos meet the communication and brand guidelines.• Maintains an archive of current and previous assets, filing all templates and files as per the organisation file management system.• Collaborates with team members as required for high quality audio capture and editing.
Creative content is of a high standard, engaging, and directly relevant to the needs of the school	<ul style="list-style-type: none">• Creates engaging and accessible content for a range of needs including:<ul style="list-style-type: none">○ Educational resources○ Staff resources○ Translations○ Events• Is actively involved in the creative development of resources and translating content into NZSL.

	<ul style="list-style-type: none"> • Uses design thinking, innovation, creativity and storytelling to make resources fun and engaging for learners of all ages. • Is an engaging storyteller and presenter, signing content in NZSL clearly and professionally. • Works with the Digital Designers on projects that require animation or graphic elements. • Works with stakeholders to ensure resources are aligned with the needs of the school.
All video content adheres to accessibility best practices and promotes the use of New Zealand Sign Language.	<ul style="list-style-type: none"> • Ensures resources and designs reflect the trilingual/tricultural foundation of New Zealand, respecting English, NZSL and Te Reo Māori languages and cultures. • Ensures videos are signed clearly for student and staff audiences, in accordance with organisational guidelines and best practices. • Films and presents videos in NZSL. • Ensures translated NZSL content accurately reflects the source material, while adapting it for a Deaf audience. • Collaborates with other translators and signers to represent diversity of ideas, cultures, genders, ages, dialects and hand-dominance. • Researches and implements UDL (Universal Design for Learning) principles in the design of video resources. • Ensures all videos are multi-modal, incorporating NZSL, spoken English and English captions.
Engagement with stakeholders and team members is professional and aligned with project management processes and design thinking.	<ul style="list-style-type: none"> • Participates in design discussions and creative ideation. • Gives feedback during planning meetings. • Ensures project requirements and plans are clear to all stakeholders and communicated in a timely manner. • Translates ideas into storyboards and drafts for stakeholder review. • Iterates new designs based on user feedback.

	<ul style="list-style-type: none"> • Leads projects and coordinates directly with stakeholders. • Tests and review resources and optimises based on their performance and user feedback. • Research industry trends to present ideas and concepts for timely digital innovation. • Reflects modern and forward-focussed ideas and approaches in resource designs and platforms.
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Dimension Two – Professional Conduct

The NZSL Production Coordinator is professional, works in alignment with the strategic direction and in a manner that improves outcomes for all ākonga.

Criteria	Key Tasks/Indicators
Professional conduct is present throughout the organisation, creating a culture that is based on integrity and respect.	<ul style="list-style-type: none"> • Builds trusting relationships through active listening, caring for others, and demonstrating personal integrity. • Conducts themselves with exemplary practice, and is a role model to others. • Manages the delicate balance between supporting and challenging others. • Encourages and participates in opportunities for professional conversations that help to share expertise and strategies. • Is open and responsive to professional conversations and feedback
Effective time management and communication skills to complete tasks on time with relevant staff and stakeholders	<ul style="list-style-type: none"> • Understands the importance of prioritising and multitasking projects to ensure they are completed on time • Understands the importance of making decisions and problem solving on location (internally and externally) without direct supervision • Demonstrates excellent communication skills with relevant

	<p>people from the digital resource team, Ko Taku Reo staff where necessary and stakeholders</p> <ul style="list-style-type: none"> • Demonstrates excellent listening skills to respect staff and stakeholder's viewpoint throughout the entire production
<p>All departments, teams and individuals within the organisation support the strategic direction to align practice with the best interests of learners, staff and the community.</p>	<ul style="list-style-type: none"> • Supports and models behaviours in a way that articulates, supports and furthers the organisation's mission, vision, and strategic direction. • Works with the Digital Resource Lead to ensure tasks and deliverables align with the strategic direction of the organisation. • Works collaboratively with colleagues to embed the strategic direction into all areas of the organisation. • Assists in reviewing how personal and departmental practice aligns with the mission, vision and strategic direction, suggesting improvements and implementing change.
<p>Competence in relation to change management is evident throughout the organisation.</p>	<ul style="list-style-type: none"> • Adopts a philosophy that recognises the importance of ongoing innovation and change. • Assists in change implementation that is focussed on a smooth transition to lead to the adoption of new practices. • Contributes within areas of speciality to ensure that change is informed by best practice and communicated effectively. • Understands that change on a large scale invariably needs a team approach to leadership. • Shows ability to communicate the rationale for any change. • Monitors the impact of the change and adjusts when needed.
<p>Critical inquiry is engaged and a proactive approach to problem solving is adopted by all, as they take steps to work through problems to create solutions.</p>	<ul style="list-style-type: none"> • Systematically and critically engages with evidence and professional literature to reflect on and refine practice. • Explicitly checks own assumptions. • Relates the problem to the wider vision and values of the organisation. • Actively seeks the interpretations of others.

	<ul style="list-style-type: none"> • Anticipates obstacles and how they could be overcome. • Identifies and reports any risk to appropriate people in a timely manner.
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Dimension Three – Professional Relationships and Values

The NZSL Production Coordinator engages in appropriate professional relationships and demonstrates commitment to professional values.

Criteria	Key Tasks/Indicators
Professional and effective relationships are established throughout the organisation.	<ul style="list-style-type: none"> • Engages in ethical, respectful, positive and collaborative professional relationships with: <ul style="list-style-type: none"> • Ākonga • Colleagues, support staff and other professionals • Agencies, external stakeholders, groups and individuals in the community • Has a team-focused ethic and contributes to the corporate life of the organisation. • Fosters a climate of trust, modelling collegiality by working in partnership with other staff. • Transparently relays relevant information to other staff in a clear and concise manner as needed. • Represents the organisation and participates as a member of internal and external committees and organisations, as appropriate.
There is commitment to promoting the emotional, mental and physical wellbeing of all persons within Ko Taku Reo Deaf Education New Zealand.	<ul style="list-style-type: none"> • Promotes inclusivity throughout the organisation, ensuring all learners feel they belong. • Takes all reasonable steps to provide and maintain an environment that is physically, socially, culturally and emotionally safe. • Takes all reasonable and practical steps to ensure the health and safety of self and others.

	<ul style="list-style-type: none"> • Complies with any reasonable health and safety instruction, policy or procedure and ensure that all hazards, risks and incidents are reported according to protocol. • Participates in any required emergency response or exercises to ensure that essential services are able to be maintained.
There is respect and commitment to all heritages, languages and cultures within Ko Taku Reo Deaf Education New Zealand.	<ul style="list-style-type: none"> • Takes responsibility for growing their own confidence in culturally responsible practice. • Acknowledges and respects the languages, heritages and cultures of all. • Demonstrates commitment to the bicultural partnership in Aotearoa and a commitment to understanding of Te Tiriti o Waitangi. • Develops understanding and use of tikanga and te reo Māori. • Has a good understanding (or is committed to developing an understanding) of Deaf Culture. • Is committed to improving the use of NZSL throughout the organisation. • Appreciates, respects and affirms others and works effectively with all to create a positive and collaborative culture.
Staff are committed to ongoing learning, engaging in both formal and informal professional learning and development in their professional practice.	<ul style="list-style-type: none"> • Commits to developing personal skills in the use of NZSL. • Engages in the appraisal process for self, ensuring a regular cycle for review, ensuring documentation is complete, self-reflection is engaged, and that there is progress towards and/or achievement of performance indicators. • Identifies professional learning goals in consultation with colleagues and communicates these to the appraiser when establishing performance expectations. • Identifies and initiates learning opportunities to advance personal professional knowledge and skills. • Participates responsibly in professional learning opportunities within the learning community.

Any additional tasks and/or responsibilities are completed, as requested by the Digital Resource Lead.

- Ensures all tasks are completed efficiently and to a high standard.
- Is professional in their appearance and manner, positively representing themselves and the organisation to ensure positive perceptions from the internal and external community.
- Performs additional duties in an efficient manner, to the required standard and within a negotiated timeframe.

Professional Competencies

Essential

- NZSL fluency (Deaf preferred)
- Experience with, and awareness of, Deaf Culture and the Deaf community within New Zealand
- Experienced with photography, filming and video editing
- Strong videography technical skills, e.g. operating cameras, understanding of best practices and technology
- Experienced with standard digital design tools, including, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects, etc.
- Strong creative skills, including ability to direct others, art direction, storytelling, ideation.
- Strong presentation skills, including NZSL storytelling, dynamic personality on camera
- Basic video editing skills, e.g. cutting, removing greenscreens, adding captions, adding title slides and credits
- Strong portfolio showing the breadth of videography/photography experience.
- Strong attention to detail.
- Proactive, independent working style.
- Strong communication and teamwork skills.
- Effective time management and ability to prioritise tasks.
- Demonstrated ability to work with colleagues to resolve issues and meet agreed outcomes
- Able to build rapport and communicate with people from different cultures, backgrounds and ages
- Effectively negotiates mutual expectations and builds rapport in key relationships
- Confident, enthusiastic and motivated
- Ability to work well both independently and collaboratively in a team environment
- Ability to be innovative, to question the status quo and to adapt to changing circumstances.
- Follows (or implements where necessary) effective and efficient team processes

Desirable

- Knowledge of the New Zealand Education sector
- English communication skills, ideally including English-to-NZSL translation
- Advanced skills in filming, directing and video editing
- Experience liaising with external vendors
- Ability to plan, lead and execute projects from end to end
- Animation skills

Personal Attributes

Essential

- Embraces the organisation's values: 'Grow, Excel, Choose and Belong' and 'Communication, Collaboration, Culture and Connection'.
- Is motivated to develop a world leading service for Deaf and Hard of Hearing learners and whānau
- Demonstrates principles of equity and access in action
- Is innovative and creative
- Strong communication and relational skills, respectful and friendly manner, a team-player
- Optimises quality and efficiency in work
- Respects diversity
- Is self-motivated and self-directed, taking personal accountability for work
- Understands personal strengths and limitations
- Demonstrates initiative, energy and vitality