

**Job Description:** Creative Rights Educator / Kaiwhakahaere Whakapa

**Responsible to:** Chief Executive

**Employment:** 25 hours per week, Fixed Term to December 2022  
(Flexibility required to support programme delivery)

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**Purpose/objects of work:**

1. To develop a Creative Rights Education programme in accordance with the Manatū Taonga<sup>1</sup> Funding Agreement which invests in Copyright Licensing New Zealand (CLNZ) to create resources and deliver workshops to support writers, authors, publishers and visual artists in understanding their creative rights.
2. To develop eLearning modules, workshops (in-person across Aotearoa and online) and other educational resources to provide information on creative rights
3. In conjunction with the CLNZ Customer Engagement Manager, develop and deliver a communications campaign for the programme that will reach writers, authors, publishers and visual artists across Aotearoa
4. To plan and deliver engaging in-person and online workshops for writers, authors, publishers and visual artists
5. In conjunction with the Chief Executive (CE), prepare Progress Reports and attend Progress Meetings relating to accountability for the government funding

**Main duties:**

1. To develop a Creative Rights Education programme in accordance with the Manatū Taonga Funding Agreement which invests in Copyright Licensing New Zealand (CLNZ) to create resources and deliver workshops to support writers, authors, publishers and visual artists in understanding their creative rights.
  - a. Within the context of the funding agreement, develop a framework for an education programme that will build knowledge and understanding of creative rights and increase knowledge of how contracts for creative work are structured
2. In conjunction with the CLNZ Customer Engagement Manager, develop and deliver a communications campaign for the programme that will reach writers, authors, publishers and visual artists across Aotearoa
  - a. Design a communications campaign that will engage the target audience to participate in both workshops and the use of the education resources
  - b. Leverage relationships with organisations in CLNZ's network to expand the reach of the programme
3. To develop eLearning modules, workshops and other educational resources to provide information on creative rights
  - a. Build on CLNZ's existing eLearning platform and create resources (in partnership with our eLearning vendor) that support and enhance the information provided in the workshops

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<sup>1</sup> Ministry of Culture and Heritage

- b. Develop interactive and engaging in-person and online workshops that achieve learning objectives.
- 4. To plan and deliver engaging in-person and online workshops for writers, authors, publishers and visual artists
  - a. Over the course of the funded period, plan – with the support of the Team Coordinator - and deliver a minimum of 20 in-person and 26 online workshops
  - b. Develop a learning evaluation strategy and mechanism to capture participant feedback to continuously improve the education programme, measure its effectiveness, and provide accountability reporting to Manatu Taonga.
- 5. In conjunction with the Chief Executive, prepare Progress Reports and attend Progress Meetings relating to accountability for the government funding
  - a. Draft Progress Reports as required by the funding agreement for CE review prior to submitting to Manatū Taonga
  - b. Attend Progress Meetings with the Manatū Taonga Relationship Manager

**Tool Set:**

- Skilled communicator and engaging facilitator (written and verbal, in-person and online)
- Experience with education resource development in both physical and digital formats
- Understanding of how to reach and engage creative sector audiences
- Familiarity with communicating with Māori and Pasifika creative communities
- Confident with online meeting tools and experience in facilitating in an online format.

**Mind Set:**

- Cool under pressure
- No job is too big or too small
- Responsive – handles questions and discussion on unfamiliar subjects well
- Growth mindset and curiosity for learning

**Skill Set:**

- Acute attention to detail
- Think on your feet
- Engaging and fun

**CLNZ Values:**

**Open:** we are approachable, transparent, fair & flexible

**Empowering:** we empower our team to deliver, content creators to create, and empower content users to access the information they need

**Knowledgeable:** we are advocates for copyright & can competently share our knowledge

**Teamwork:** we work together as a team & ensure everyone feels valued & valuable

**Respect:** we listen carefully & can share openly with each other in a safe environment