



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL PRODUCER
Position no:	50052384 backfill
Team:	[Regional & Local]
Department:	Digital Content & Strategy
Location:	Flexible
Reports to:	SENIOR PRODUCER 50056504
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5-6]
HR Endorsement:	1/08/2022

Purpose

Create and distribute digital content that aligns with ABC strategy and supports the achievement of Regional & Local's objectives and digital strategy.

Key Accountabilities

- Support the digital strategy in consultation with the Senior Producer and in collaboration with Regional & Local colleagues, to ensure alignment with ABC strategy and team objectives.
- Under limited direction of the Senior Producer and in collaboration with colleagues, create and sub-edit digital content for multiple platforms that builds depth and understanding for audiences.
- Identify target audience segments for stories and develop and execute digital plans to a high standard to achieve strong reach and engagement with audiences.
- Contribute considerably to shaping key stories in planning and commissioning processes and lead the creation of ideas for new content formats.
- Monitor and analyse generally complex user data and audience metrics from digital tools to assess performance and inform future decisions around content creation, engagement, and audience growth.
- Work collaboratively with colleagues in Regional & Local and across the ABC to share content.

- Develop digital understanding and skills of content teams by delivering regular updates on best practices in digital use, tools, and industry developments in collaboration with teams across the ABC.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Advanced digital journalism and production skills, with experience working in a news environment.
3. Demonstrated experience in the creation, curation, and production of digital content in a media organisation, including experience with content management systems.
4. Advanced editorial skills including the ability to source and analyse information and exercise considerable judgement under pressure.
5. A track record as a meticulous, fast and accurate sub-editor able to correct and produce copy to the highest standards.
6. Demonstrated advanced ability to use analytics to guide decisions on story treatment and improve audience engagement and reach.
7. Comprehensive knowledge and interest in current local and national news, with a strong commitment toward original public interest journalism.
8. Demonstrated understanding and passion to source and create authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds and Indigenous communities where editorially relevant.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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