# POSITION DESCRIPTION
## Australian Broadcasting Corporation

| Label | Description |
|---|---|
| Position Title: | HOTTEST 100 DIGITAL PRODUCER |
| Position no: | 50065848 |
| Team: | [Entertainment & Specialist] |
| Department: | triple j |
| Location: | Ultimo |
| Reports to: | HOTTEST 100 EXECUTIVE PRODUCER 50065735 |
| Classification: | Content Maker |
| Schedule: | [Schedule A] |
| Roster cycle | [2 Week Rostered] |
| Band/level: | [Band 5] |
| HR Endorsement: | 10/01/2023 |

## Purpose

Under general direction, plan, co-ordinate and create digital content for triple j's Hottest 100. This role produces, sub-edits, builds and distributes creative content such as online copy, articles, images, web publishing, social media posts, to engage and entertain triple j's current and potential audience.

## Key Accountabilities

- Plan, research and produce digital content including writing copy, sub-editing, images/graphics, and publish content across internal and third-party platforms to best practice.

- Assist with production of social media content within the guidelines of the triple j online team.

- Select, book and manage communication with talent including all logistics and follow up.

- Ensure internal triple j browsers and planners are updated, as well as third-party sources.

- Provide feedback and support for presenters and content makers, improving their performance and skills, enhancing their confidence and organising their work schedule.

- Identify content that may be suitable for distribution through other ABC departments and platforms as well as opportunities for content sharing and collaboration beyond the ABC to extend the reach of triple j content and target new audiences.

- Feedback insights on content strategy, emerging trends, and future content ideas. Regularly monitor, analyze, and report on analytics to improve content, further content reach, and better serve the audience.

- Actively contribute to a creative, innovative, culture of excellence within the immediate triple j team, and the wider 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. General experience and creative flair creating text and visual content in a digital media environment, with strong technical understanding of digital and social media platforms.

2. Accomplished writing skills and sound editorial judgement with a proven ability to create cross platform stories and content that engage an 18–24-year-old audience.

3. A broad understanding of the triple j target audience and the strategic direction of triple j, including relevant music and cultural knowledge.

4. Proven accomplished ability in working with content management systems, social media platforms and image / video editing software.

5. Strong interpersonal and motivational skills and ability to work under pressure and to tight deadlines. Proven team player.

6. Demonstrated communication skills with the ability to provide feedback to team members and presenters.

7. **ABC Principles**: Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.

8. **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.

9. **Diversity and Inclusion**: Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

10. **Diversity and Inclusion**: 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.

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