POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	PRODUCT DESIGNER
Position no:	50066804 BACKFILL
Team:	[Product & Technology]
Department:	Digital Product
Location:	Flexible
Reports to:	DIGITAL DESIGN LEAD 50054042
Classification:	Technologist
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 8]
HR Endorsement:	5/10/2026

Purpose

Using HCD methods and strong collaboration techniques, lead and drive the quality, functionality and usability across the ABC iView ecosystem, from a user / audience led perspective.

Key Accountabilities

- Under broad direction of the iView Product Design Lead, and sitting across the iView ecosystem, lead UX tasks across the product team, including undertaking quantitative and qualitative research, creating conceptual design, prototypes for web and app products; plus iterating this into production-ready UI designs.
- Using a HCD approach, define and resolve particularly complex problems within user experiences, involving the investigation, development and testing of alternative solutions.
- Collaborate closely with the ABC iView team's product managers to drive the research cadence, including organising and facilitating audience research sessions, leading the collaborative synthesis with the team and relevant stakeholders; and create actionable recommendations and design iterations from these learnings.
- Organise and run 'Beta' groups and audience testing for forward leading releases.
- Define, implement and measure experiments in product that align with audience and organisational needs.

- Plan, organise and facilitate workshops, such as ideation sessions, to foster a collaborate approach and ensure achievement of milestones and goals.
- Seek, create and advocate for practical ways to facilitate helpful cross-channel journeys for our audience.
- Approach research and design with consideration for the greater ABC listen ecosystem, thinking holistically about new components, features and principles.
- Confidently present research findings, conceptual ideas, testing outcomes and design rationale both visually and verbally. This includes planned playbacks with stakeholders and being proactive with ad hoc insight sharing with other product teams.
- Actively promote the use of audience research to test hypotheses and inform product strategy; and monitor and action on product performance based on audience feedback and analytics.
- In collaboration with stakeholders, product team and leads, contribute significantly to the prioritisation of the backlog to maximise audience value.
- Assume major responsibility for providing guidance, support and development to less experienced colleagues, where appropriate.
- 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. Tertiary qualifications in a relevant discipline such as Design Media, or significant equivalent skills, knowledge and experience.
2. Demonstrated extensive experience turning insights from concept-level audience research into finished UI that has been successfully deployed.
3. Experience working in a functional, collaborative multi-disciplinary product team.
4. Keep up to date with market changes and competitive trends across the broader digital, media and technology industries, with a specific focus on developments in Video on Demand, streaming, and design community.
5. Experience testing with beta groups, driving experiments into product analysing and measuring the outcomes.
6. Extensive experience collaborating remotely via tools such as Figma, Mural, Miro, the Atlassian suite and usertesting.com, and an openness to experiment with/adapt to others.
7. Demonstrated significant experience in leading and developing teams or in mentoring colleagues. A bold and decisive decision maker who works pragmatically and effectively in a rapidly evolving media landscape.
8. Outstanding communication (verbal and written) and interpersonal skills with the ability to present confidently and establish strategic working relationships with relevant stakeholders.
9. Outstanding time management skills with high level of self-motivation and accountability to thrive in multidisciplinary teams.
10. ABC Values: Demonstrated personal commitment to fostering an inclusive and respectful environment, grounded in integrity and aligned with the ABC Values of aiming high, thinking differently, taking ownership, and delivering together.

11. **ABC Policies:** Understanding of the relevance and scope of ABC Policies and the ABC Values 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 Values.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

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