



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	EP DIGITAL CONTENT, MUSIC
Position no:	50062244
Team:	[Entertainment & Specialist]
Department:	Music & Creative Development
Location:	Ultimo
Reports to:	HEAD OF MUSIC & CREATIVE DEVELOPMENT 50049222
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 8]
HR Endorsement:	24/09/2021

Purpose

Under the broad direction of Head of Music & Creative Development, drive and implement digital content and distribution strategies to build new audiences for the Music Team digital touchpoints.

Develop, implement, and report on digital content strategies for young adult audiences, with the aim of using insights to assist in building young audiences across the ABC more broadly.

Key Accountabilities

Content Strategy Development

- Under general direction from Head Of Music, lead the strategic planning and delivery of content for Music Team digital presences including:
 - Develop, lead and maintain digital content strategies for the music teams in line with overall ABC digital strategies.
 - Develop, lead and maintain social media strategies for the music teams in line with overall ABC digital strategies.
 - Provide high level editorial oversight of Music team digital content.
 - Oversee the production and distribution of Music team content across digital platforms, working with teams of digital content makers to produce engaging and relevant digital content to a high standard.

- Lead the curation of all digital presences across platforms including websites, social media, apps and brand newsletters.
- Work with Content Directors to commission engaging and relevant content.
- Create and manage workflows, generate user activity reports, supervise production and perform management tasks.
- Leverage data insights, content and audience strategies to inform content algorithms and personalisation.
- Develop and maintain content style guides, train staff and monitor performance.
- Maximise the distribution of young audiences content across relevant platforms.
- Maintain high-level awareness of digital industry developments and awareness trends, including software and production methods to maintain relevancy of output.

Audience Research and Insights

- Create and contribute to the ABC's strategy to attract diverse young adult audiences to existing and new content.
- Use insights to assist in developing the broader E&S content strategy for young adult audiences, including direct proposals for future content forms and content making roles.
- Work with ABC Audience Insights team to collate research around young adult audiences using triple j, Double j, and Unearthed data to look at trends, demands and desires of young people in Australia and around the world.
- Provide detailed insights to Content Managers, Executive Producers, content makers and ABC teams looking to target young adult audiences, across the broader Entertainment & Specialist, Regional & Local and News content teams.
- Prioritise non-traditional ABC audiences, including those from diverse cultural, gender, disability and socio-economic backgrounds.
- Maintain and build relationships with other ABC divisions and external partners.
- Incorporate and prioritise aims of ABC Diversity Action Plan, Reconciliation Action Plan and Music team aims around diversity.
- 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. A demonstrated track record of leading and delivering successful content or audience-facing products for young adult audiences.
2. Highly developed understanding of the digital media industries, and of the strategic positioning of the ABC within the Australian media environment.
3. Demonstrated high level content producing skills to research, plan, produce, edit and develop content to a high standard using a consistently creative, original and lateral approach.
4. Thorough knowledge of digital audience behaviours and trends, and experience in using data and insights to inform content creation and distribution. Ability to maximise distribution of content to relevant platforms and networks, including social media.
5. High level project management, people management and communication skills

6. Excellent report writing, verbal and interpersonal communication skills. Experience presenting to, and engaging with, stakeholder groups at all levels of the organisation.
7. Superior organisational and communication skills and ability to work under pressure and to deadlines.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
11. 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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