



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MULTIPLATFORM PRODUCER
Position no:	50067399
Team:	[News]
Department:	Canberra Parliament House Bureau
Location:	Canberra
Reports to:	DEPUTY EDITOR, CANBERRA PARLIAMENT HOUSE 50026900
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6]
HR Endorsement:	8/11/2024

Purpose

Plan and coordinate the ABC's political coverage from the Canberra Parliament House bureau, with a focus on video and audio. Assist with production of political programs out of CPH and planning of significant political events.

Key Accountabilities

- Lead video coverage for digital, mobile and TV platforms, including sub editing video content for all platforms, including 7pm News under limited direction.
- Assist with production of Afternoon Briefing and other political programs out of CPH, ready to step into the production at short notice. Assist with planning of other major political events covered from Parliament House.
- Oversee editorial processes ensuring bureau output meets ABC Editorial Policy and community expectations. Assist with Core Media production and subbing.
- Check and sub content for factual and style errors/inconsistencies and ensure content is accurate, timely and innovative.
- Apply creative production skills to build depth and understanding for audiences. Use live production skills to manage key broadcast, digital and mobile output.

- Formulate editorial approaches to target audience engagement and reach through the use of audience data, trends and insights.
- Actively provide direction and constructive feedback to content-makers to empower them to achieve high standards of journalistic and production craft.
- Work with the Parliament House leadership team to implement content strategies and initiatives with overall ABC and ABC News direction.
- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.
- Actively engage with communities in Australia's outer suburbs to find and tell stories that are relevant for them and in line with the News strategy.
- 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 and/or demonstrated equivalent skills, knowledge and experience.
2. Advanced knowledge of News production in a multi-platform environment, including producing and commissioning video content for digital, mobile and broadcast platforms, as well as methods of content distribution and audience engagement.
3. Significant experience in managing staffing and organising rosters and backfills.
4. Proven and effective teamwork, communication, interpersonal and time management skills to operate in a busy newsroom environment. Ability to guide teams with continuous deadlines.
5. Experience and understanding in using audience data insights and the latest trends in audience behaviour to drive editorial decision-making processes as well as to influence content creation on both digital and broadcast platforms.
6. Advanced organisational skills, as well as superior problem solving and troubleshooting skills.
7. Advanced media production skills with demonstrated success in creatively driving cross-platform production in a daily News environment.
8. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
9. A proven ability to source and maintain contacts across the broader Australian community.
10. 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.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **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.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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