



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SOCIAL MEDIA PRODUCER
Position no:	30007351
Team:	[Audio]
Department:	CCN & Sport
Location:	Brisbane
Reports to:	CONTENT DIRECTOR 30002584
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5]
HR Endorsement:	20/01/2025

Purpose

Create and distribute social media content for ABC Radio Brisbane that aligns with ABC strategy and supports the achievement of Audio's objectives.

Key Accountabilities

- Under general direction of the Content Director, and in collaboration with colleagues, create and ensure effective production and distribution of social media content that aligns with the objectives of ABC Brisbane.
- Contribute to planning and commissioning processes to develop and distribute new content ideas.
- Monitor and analyse user data and audience metrics from social media tools to assess performance and inform future decisions around content creation, engagement, and audience growth.
- Support the development of social media understanding and skills of content teams by providing guidance, feedback and training on best practices in social media use, tools, and industry developments in collaboration with the Audiences team.
- 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. Demonstrated experience in the curation of social media and or digital content in a media organisation.
3. Working knowledge of video production, editing and distribution for radio visualisation projects such as Bionic Director or similar.
4. Demonstrated understanding of user behaviours on social platforms and the influence they have on how content is presented and distributed.
5. Accomplished editorial skills including the ability to source and analyse information and exercise sound judgement.
6. Demonstrated knowledge and experience in digital content production, including video shooting, captioning and editing.
7. 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.
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.

