



POSITION DESCRIPTION

Position Title	DIGITAL PRODUCER	Position No.	50052384
Team	[Regional & Local]	Classification	[Content Maker]
Department	Distribution	Schedule Roster Cycle	[Schedule B] [2 Week Rostered]
Location	Perth, Melbourne, Warrnambool, Ballarat, Wollongong & Brisbane	Band / Level	[Band 5]
Reports to	MANAGER CONTENT DISTRIBUTION 50046500	HR Endorsement	25/03/2020

Purpose

Contribute to the delivery of Regional & Local's digital strategy and create and distribute digital content that aligns with ABC strategy and supports the achievement of Regional & Local's objectives.

Key Accountabilities

- Under general direction of the Manager, Content Distribution and in collaboration with colleagues, create, sub-edit and publish digital content for multiple platforms that builds depth and understanding for audiences.
- Contribute to shaping key stories in planning and commissioning processes and lead the creation of ideas for new content formats.
- Monitor and analyse user data and audience metrics from digital tools to assess performance and inform future decisions around content creation, engagement, and audience growth.
- Work collaboratively with colleagues in Regional & Local and across the ABC to share content.
- Develop digital understanding and skills of content teams by mentoring and providing guidance on web publishing and related digital skills.
- 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 digital journalism skills, knowledge and experience working in a news environment.
2. Demonstrated experience in the creation and curation of digital content in a media organisation, including the ability to rewrite copy to the required standards.
3. Accomplished editorial skills and the ability to source and analyse information and exercise sound editorial judgement while working to tight deadlines.
4. Strong understanding of cross platform content production and emerging technologies, including experience and advanced ability to use of multimedia editing and production systems.
5. Strong interpersonal skills and the ability to work effectively as part of a small team.
6. 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.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.





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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.