



POSITION DESCRIPTION

Position Title	SOCIAL MEDIA PLATFORM MANAGER	Position No.	50057386
Team	Product & Content Technology	Classification	Technologist
Department	Group Product	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Ultimo	Band / Level	Band 7
Reports to	HEAD GROUP PRODUCT 50054279	HR Endorsement	23/10/2019
Purpose			

To provide high level operational assistance related to integrations between the ABC and social media third party platforms that aligns and supports the ABC Social Media Strategy.

Key Accountabilities

- Be the primary point of contact for Social Media Leads and Product & Content Technology stakeholders for high level operational and technical support related requests.
- Take major responsibility for managing integrations between Khoros, Power BI, Google Analytics and other tools, and work across teams to implement UTM tagging and performance measurement.
- Oversee the review of the ABC social media technology stack to proactively identify and address technical capability gaps. Co-lead Proof of Concept pilots for enterprise social media management tools, including security checks and Request for Proposals.
- Oversee utilisation of governance systems and processes, including Khoros and LastPass, and ensuring they are relevant, up to date and facilitate a low risk approach to social media.
- Work with the Social Media Strategy team to manage rollout of new tools that are acquired; and co-manage relationships with new and existing vendors, including involvement in contract processes and licence fee negotiations.
- Work across teams to ensure ABC social media channels are managed in a secure and efficient way; aligning with best practice recommendations from social media platforms.
- Establish strategic relationships/partnerships with internal and external stakeholders to the ABC to ensure work is aligned to meet business requirements and priorities regarding audience needs.
- Provide operational governance, workflow efficiencies and best practice recommendations across social media platforms.
- Promote the use of social media tools and integrations with ABC linear broadcast and digital systems; including integration of live video streaming solutions with our broadcast infrastructure.
- Keep up to date with market changes and competitive trends in the media industry and share these insights with the team and wider business.
- 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, or demonstrated extensive equivalent skills, knowledge and experience.
2. Demonstrated wide experience using key social media sites including, but not limited to, Facebook, YouTube, Instagram and Twitter.





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3. Highly advanced knowledge of digital media industry developments and audience trends.
4. Demonstrated highly advanced understanding of the end-to-end product life cycle.
5. Highly developed interpersonal and communication skills, with the proven ability to negotiate, influence and work effectively in changing situations and with a diverse group of stakeholders at all levels.
6. Demonstrated high level of self-motivation with the ability to proactively identify issues and opportunities and take appropriate action.
7. Demonstrated experience in understanding customer needs and delivering customer value would be highly regarded.
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.