



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SENIOR VIDEO PRODUCER
Position no:	30000071
Team:	[News]
Department:	Reporting Team 3
Location:	Collinswood
Reports to:	SOUTH AUSTRALIA METRO EDITOR 30006467
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6]
HR Endorsement:	19/11/2024

Purpose

Lead the Newsroom team in the production of innovative and digital-first video content across on-demand, web, mobile and social platforms, as well as the 7PM News Bulletin, with a focus on broadening audiences and providing depth and understanding through editorially rigorous and creative storytelling.

Key Accountabilities

- Lead digital-first video coverage for web, mobile, social and broadcast platforms, through an innovative approach to storytelling, experimenting with creative newsgathering, scripting, and editing techniques.
- Under limited direction, and in collaboration with the SA Metro News Editor, Deputy News Editor and Newsroom Leadership team, commission and produce innovative, impactful and accurate video content for a range of ABC News platforms and programs.
- Apply creative production skills to build depth and understanding for audiences and use live production skills to manage key broadcast, digital and mobile output. Demonstrate creative use of user-generated content to tell stories in innovative ways.
- Collaborate with the Newsroom Leadership team to implement content strategies and initiatives in line with ABC's strategic direction. Formulate editorial approaches to help broaden and diversify audiences' engagement and identify ways to extend community reach.

- Enhance the quality of the newsroom’s video output for digital, on-demand and social platforms, the 7PM bulletin and News Channel. Oversee and coordinate video output on all platforms as required.
- Actively anticipate national coverage requirements by overseeing major events and engaging with relevant stakeholders to ensure output of high-quality video content.
- Oversee editorial processes to ensure newsroom video output meets ABC Editorial Policy and community expectations.
- Develop collaborative working relationships with other ABC teams to deliver strong local content and achieve shared strategic goals.
- Lead, manage and develop content makers to achieve high standards of journalistic and production craft.
- Develop and maintain high-level understanding of news production systems, leading efforts to explore new ways of producing and presenting News content and contributing to a culture of excellence.
- 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 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 or demonstrated equivalent skills, knowledge and experience.
2. Demonstrated substantial editorial leadership and judgement with the ability to successfully lead high-performing teams and guide others in a fast-paced newsroom environment with continuous deadlines.
3. Highly 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.
4. Experience and understanding of digital media with demonstrated success in managing live digital media, mobile and broadcast production.
5. Specialist experience and understanding in using audience data for insights and the latest trends in audience behaviour to drive editorial decision-making processes as well as to influence content creation on multiple platforms.
6. Demonstrated high-level awareness of and ability to successfully apply audience, digital, mobile, and social media trends and their influence on News consumption and delivery.
7. Advanced editorial knowledge, with demonstrated success overseeing the production of high-quality and high-impact digital video stories.
8. Highly advanced communication, interpersonal, organisational, and problem-solving skills to operate effectively in a busy newsroom environment.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.

10. **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.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
12. 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.
13. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
14. A proven ability to source and maintain contacts across the broader Australian community.



www.abc.net.au/careers