



POSITION DESCRIPTION

Position Title	SOCIAL MEDIA PRODUCER	Position No.	50060094
Team	Entertainment & Specialist	Classification	Content Maker
Department	Triple j	Schedule Roster Cycle	Schedule A 2 Week Rostered
Location	Ultimo	Band / Level	Band 5
Reports to	DAILY EDITOR, triple j 50052944	HR Endorsement	2/12/2020
Purpose			

To represent triple j on TikTok with surprising, funny, entertaining, relevant content. Experimenting with triple j's content to produce short form video, graphics, images and copy for TikTok and other social platforms, to engage and entertain the triple j audience and future audience.

Key Accountabilities

- Produce original content for triple j's TikTok account including shooting video, writing copy, images, audio, and graphics.
- Work with triple j on-air teams to repurpose radio stories and written articles as social media content, including short form video, images, audio, and graphics.
- Write and sub edit copy, headlines, and captions for triple j social media platforms.
- Initiate and moderate audience engagement.
- Regularly monitor, analyse, and report on social analytics to improve content, further content reach, and better serve the audience.
- Feedback insights on TikTok content strategy, emerging trends, and future content ideas.
- Work with the triple j style guide & ABC editorial guidelines.
- Actively contribute to a creative, innovative, culture of excellence within the immediate triple j team, and the wider ABC.
- 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. Proven experience working in creative content development, and community building on key social media platforms to create compelling content.
2. Strong digital production and technical skills
3. Accomplished use of social media and social analytics to discover, create, share, and improve editorial content
4. Ability to provide practical editorial judgement to audience interaction/engagement and content development
5. Passion for and knowledge of the key issues that are relevant to and affect the 18-24 audience.
6. Experience working with content management systems, social media platforms and image/video editing software
7. Collaborative team player with the ability to work with multiple teams with diverse ideas.





POSITION DESCRIPTION

8. Demonstrated ability to work well under pressure managing multiple campaigns with tight deadlines
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.