



POSITION DESCRIPTION

Position Title	VIDEO SUPERVISING PRODUCER	Position No.	50057434
Team	Content Ideas Lab	Classification	Content Maker
Department	ABC Life	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Negotiable	Band / Level	Band 7
Reports to	ABC LIFE LEAD 50052273	HR Endorsement	25/10/2019

Purpose

Plan, develop and facilitate regular commissioning and production of ABC Life video content, across digital and social platforms; creating impact, shareability, increasing conversations and expanding brand recognition.

Key Accountabilities

Commissioning

- Oversee production of digital video content for ABC Life from concept, through pre-production, shooting, editing, post-production and publishing of work.
- Actively participate in regular commissioning meetings to create both one-off and serialised video content for ABC Life channels and platforms.
- Identify and support projects that have the greatest potential to engage target audiences on digital platforms.
- Work with the ABC Life Lead and Editor to plan, develop, and execute campaigns and initiatives with other areas of the ABC and external partners.

Audience Focus

- Actively monitor and share audience data metrics of content to inform commissioning decisions.
- Actively shape editorial decisions that put audiences first and result in engaging stories on digital platforms.

Stakeholder Engagement & Communication

- Provide direction and feedback to team members to achieve high-quality outcomes.
- Cultivate a supportive working environment that encourages creative, entertaining and service-oriented storytelling.
- Ensure effective and efficient use of resources.
- Maintain a high level of awareness of best practice in the industry for video making across digital and social platforms.
- Work effectively and collaboratively in a team, suggesting ideas and assisting to develop the output needs of others.
- 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 in creating high quality original video content and using relevant platforms to tell stories in new and innovative ways. Excellent judgement and passion for digital video storytelling.





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2. Proven ability to assist leading a team and working independently, establishing productive working relationships with colleagues, contractors, and external stakeholders.
3. Tertiary qualifications, training and experience in relevant fields such as media or communications.
4. Experience and understanding in using audience data and insights to make recommendations around relevant editorial, distribution and accessibility decisions.
5. Demonstrated knowledge and understanding of developments in digital media, social platforms and audience trends. Strong understanding of the ABC's purpose and place in the media environment.
6. Proven organisational skills and ability to successfully plan and undertake multiple complex projects simultaneously under stringent timeframes.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
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.
10. 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.