



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MULTIPLATFORM PRODUCER
Position no:	50053031
Team:	[News]
Department:	Specialist Reporting Team
Location:	Ultimo
Reports to:	EDITOR, SPECIALIST REPORTING TEAM 50052734
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5-6]
HR Endorsement:	2/04/2025

Purpose

Provide efficient daily production support and some reporting to ensure ABC Specialist Reporting Team is an agenda-setting unit, maintaining consistently high standards of original, creative and relevant output.

Key Accountabilities

- Collaborate closely with staff members, including those who live with disability, offering editorial, logistical, and technical support to facilitate smooth and efficient news production.
- Research, produce and deliver accurate, concise and clear multiplatform network stories consistent with the ABC's editorial standards.
- Produce video, audio, social and digital stories to a standard ready to publish with a focus on innovation to ensure the team is at the forefront of on-demand audience engagement.
- Work collaboratively with News graphics and wider teams to design and create high quality graphics that align with the digital and video on-demand strategies.
- Keep informed, aware and up to date with disability affairs, to deliver accurate and creative content, often under deadline pressure, that maximises audience reach and engagement.

- Be flexible and take a collaborative approach within the team. Contribute to production meetings and liaise with reporters, producers and camera operators across news and current affairs programs.
- Back fill as necessary in complementary multi-platform production roles across ABC News and contribute to staff development and training.
- Be aware of audience, digital and social media trends and their influence on news consumption and delivery and apply this knowledge to maximise audience reach and engagement.
- 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.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
3. A proven ability to source and maintain contacts across the broader Australian community.
4. 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.
5. Demonstrated interest, knowledge and awareness of news relating to disability affairs.
6. Well-developed organisational, problem solving and troubleshooting skills with the capacity to manage multiple and complex projects simultaneously under stringent timeframes.
7. Strong track record writing and producing digital stories with text, graphics, and photos/video to a high production level.
8. Demonstrated experience in being a key contact and contributing to social media and on-demand initiatives.
9. Accomplished editorial and production skills to produce video, audio and digital stories to a standard ready to publish.
10. Sophisticated understanding of user behaviours on digital platforms and ideas on how to grow new audiences and highly developed web-based research skills.
11. Experience in editing programs for TV/Radio; proficiency in digital photography an advantage.
12. Experience working with individuals with disabilities ensuring they have the resources and accommodations needed to participate in news coverage or perform their role is desirable.
13. Proficiency working and publishing in CMS (Core Media) an advantage
14. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
15. **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.

16. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.



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