



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	ABC IVIEW PLANNER ABC AUSTRALIA
Position no:	50030530
Team:	[Content]
Department:	TV iview
Location:	Ultimo
Reports to:	ABC IVIEW MANAGER CONTENT MANAGER 50047027
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 5]
HR Endorsement:	11/10/2021

Purpose

To be responsible for ABC Australia iview online content publishing, supporting its workflow and the planning, publishing and promotion of content across various platforms.

Key Accountabilities

- Under the general direction of the ABC iview Content Manger this role is accountable for the presentation of all English and multi-language content on the ABC Australia iview app, owned and third-party EPGs, and for supporting the day-to-day smooth running of the ABC iview Editorial team.
- Ensure that, at all times, the program assets, images, text, collections and all other content reflect pre-determined network plans and priorities, and are presented in a way which is timely, relevant, compelling and accurate.
- Timely distribution of ABC NEWS channel program guide, and enactment of program amendments affecting content in ABC Australia iview and EPGs.
- Provide pro-active assistance and support to the ABC iview Content Manager by playing an active role in sourcing content for digital availability, and by fostering positive and productive relationships with internal and external stakeholders.
- Produce short-term publishing and curation plans for ABC Australia iview and multi-language content, for the ABC iview Editorial team and internal stakeholders. Ensure curation plans are

communicated and executed in a timely way, soliciting and taking feedback on board in a positive way.

- Plan and produce communications reporting on the performance and impact of content curation activities.
- Embrace a culture of experimentation, and a build, measure, learn approach to video content.
- Actively promote a team culture which is positive, collaborative, creative and engaged.
- 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. A desire to embrace all aspects of the role, creative and methodical, including planning, publishing, quality control.
2. Demonstrated ability to plan and prioritise tasks and work across multiple projects with attention to detail and meeting deadlines.
3. Demonstrated ability to engage with stakeholders at various levels, and to present and discuss materials with confidence.
4. A clear passion for TV content in general, and thorough knowledge and interest in ABC TV's output.
5. Demonstrable skills in online publishing, writing and content distribution.
6. Demonstrable understanding of third-party platforms (including social media), and their role and value in media contexts.
7. Strong practical skills with online publishing tools, image production software, and analytics tools.
8. A detailed understanding of the ABC iview product, content and audience, and audience trends and developments.
9. Demonstrated ability to build collaborative and collegiate working relationships with people from a range of diverse backgrounds; coaching and supporting team members where necessary.
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.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **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.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

