



POSITION DESCRIPTION

| | | | |
|----------------|--------------------------------------------|-----------------------|-----------------------------------|
| Position Title | DAY EDITOR/PRIORITY AUDIENCES LEAD | Position No. | 50060924 |
| Team | [News, Analysis, Investigations] | Classification | [Content Maker] |
| Department | News Digital | Schedule Roster Cycle | [Schedule B] [2 Week Rostered] |
| Location | Brisbane | Band / Level | [Band 7-8] |
| Reports to | MANAGING EDITOR, NEWS DIGITAL S50041486 | HR Endorsement | 22/03/2021 |

Purpose

Help lead News Digital's daily editorial team and drive the editorial agenda, providing coverage that is original, innovative, timely and in line with its strategic audience objectives. Play a key role as an influencer within the senior News team to ensure the needs of priority audiences are met.

Key Accountabilities

- Oversee daily commissioning for News Digital's platforms and products, ensuring publication of timely, accurate and relevant online coverage to meet audience needs.
- Lead News Digital's efforts to respond to the needs of underserved audiences, and expand its content offering to appeal to different readers, by influencing daily commissioning and working with specialists to identify new audience opportunities.
- Oversee systems that ensure target audiences are prioritised in the content creation process and act as a key conduit for feedback, analytics and trends from those audiences across News Digital's team and the wider News team.
- Monitor daily news events, identify story opportunities and deploy resources to ensure the strengths of the digital medium are used in telling those stories. Act quickly and decisively to deploy resources to respond to news events as they happen, ensuring the best content gathered by news journalists appears online.
- Ensure the News Digital home page and other specialist genre pages reflect ABC news coverage in the best light, with regard to headlines, audio-visual elements and specialist content promotion.
- Set goals for staff, monitor and review performance; assist with the selection and assessment of staff as required.
- Respond quickly to system outages, editorial issues and distribution problems and restore/resolve/arrange corrective action with minimal delays.
- Build and maintain effective relationships with relevant stakeholders across the ABC. Work with stakeholders on projects of mutual interest.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors, and Other Officers.

Key Capabilities/Qualifications/Experience

1. Experience as a digital journalist who has played a leading role in driving the editorial agenda.
2. Demonstrated ability to show incisive judgement of news events and issues and ability to act decisively to cover them in industry-leading and creative ways.





POSITION DESCRIPTION

3. An exceptional knowledge of digital news production, including producing and commissioning visual journalism, graphics and interactive features, mobile-first newsgathering, social platforms, and hands-on experience with content management systems.
4. Demonstrated experience in using audience data for insights and the latest trends in audience behaviour.
5. Strong leadership and communication skills and ability to manage, inspire and develop staff to achieve high levels of performance and output in a fast-paced, high-pressure environment.
6. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
7. **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.
8. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.
9. 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.
10. Demonstrated knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/or Torres Strait Islander people. And, ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.