



POSITION DESCRIPTION

Position Title	AUDIENCE SUPPORT ADVISOR	Position No.	TBC 000
Team	Audiences	Classification	Administrative/Professional
Department	Audience Planning	Schedule Roster Cycle	Schedule A 2 Week Rostered
Location	Ultimo	Band / Level	Band 3
Reports to	SUPERVISOR AUDIENCE SUPPORT TEAM 50048999	HR Endorsement	26/02/2020

Purpose

Provide community management and moderation support across a range of official ABC social media channels, to help build loyal and engaged communities for key ABC brands.

Key Accountabilities

- Monitor audience enquiries and grow engagement across a range of official ABC digital and social media channels for key brands. Work collaboratively with product teams, social media teams and stakeholders across the ABC to promptly triage, respond to, reassign and resolve a range of audience enquiries.
- Use native social media platforms (including Facebook, Instagram, YouTube and Twitter) and third-party social media management tools such as Khoros (Spredfast) to monitor and interact with audience comments.
- Communicate effectively with social media audiences using an appropriate tone of voice, adhering to brand style guides and community management playbooks.
- Develop a sound understanding of ABC content, products and services and use this as your knowledge base to address audience enquiries and recommend related content.
- Know, understand and abide by ABC editorial policies and associated guidance notes. Refer to moderation plans to remove inappropriate contributions, escalate social media issues and foster safe spaces for audiences to engage.
- Regularly provide feedback and insights gained from social media to relevant teams across the ABC. Compile and contribute to reports, using various social media and analytics tools.
- Actively promote the ABC values, principles and brand, applying 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. Demonstrated passion for digital and social media and an understanding of the latest trends and platform developments. Experience with social media management tools highly regarded.
2. Demonstrated ability to deal with the public in a diplomatic, tactful, and professional manner – both verbally and in written digital form. Ability to apply sound judgement, and apply knowledge of the ABC's Complaints Handling Procedures, ABC editorial policies and social media moderation procedures.
3. Ability to contribute to basic reporting against performance measurements, using various social media and analytics tools.
4. Strong communication and interpersonal skills with an eye for detail.
5. Proactive approach to identifying and solving problems. Willingness to share information and skills with others, build a knowledge base and flag recurring audience pain points to avoid future occurrences.





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6. Experience using the latest customer service contact tools e.g. chat and customer management tools such as Zendesk, and third-party social media management tools such as Khoros (Spredfast) to monitor and interact with audience comments, will be highly regarded.
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 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.