



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL PRODUCER
Position no:	50017123
Team:	[Content]
Department:	Specialist
Location:	Ultimo
Reports to:	SERIES PRODUCER 50051534
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5]
HR Endorsement:	28/08/2024

Purpose

To facilitate the creation and publication of digital assets for Catalyst and ABC Science.

Key Accountabilities

The Digital Producer will manage the programme's online & social media platforms, working with the Series Producer, episodic teams and ABC Digital department to create online specific material. Duties include, but are not limited to;

- Work with SP and EP to develop and produce original digital video series in the science genre.
- Research, cast, script, direct and edit content for original digital video series.
- When applicable, manage a freelance producer, researcher and editors.
- Seek and manage collaborations with external social media personalities to create bespoke video content for ABC Science socials.
- Work with Screen teams to develop episode specific content, and then produce, adapt and edit that content, in preparation for being published online to coincide with broadcast.
- Engage with the online audience and grow those audiences on ABC platforms or on third-party platforms Create and schedule posts on social platforms. Included, but not limited to optimizing headlines, writing copy, selecting thumbnails, creating banners, graphics etc.

- Use data analytics to gather information on the performance of the materials on social media / online platforms and use this information to inform decisions to maintain and increase audience engagement.
- Meet agreed performance indicators for digital assets.
- Keep abreast of the latest trends, to ensure that we are keeping up to date in the digital landscape.
- Liaise with the ABC Digital Team with regard to ABC Science digital strategy, to ensure that we are working as efficiently & effectively as able.
- Ensure that all material published online stands up to the same standards of clearance that we maintain for the main programme broadcast.
- Maintain Best Practice Social media guidelines and remain up to date with Ed Pols training, paying special attention to training specific to Online.
- 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. Appropriate secondary education.
2. Well-developed planning, organisational, communication and negotiation skills.
3. Maintain accurate records and reports.
4. Demonstrate an understanding of how Specialist Factual content can work in the digital space.
5. Up to date and accurate diary, contact list, schedules and demonstrated information management systems.
6. Ability to efficiently use technology and applications, including accuracy of input and interpretation of information on computer applications and ABC systems.
7. Ability to cope under pressure, anticipate problems and take initiative in directing responses to unexpected situations.
8. 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.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **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.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

