



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING COMMUNICATIONS SPECIALIST
Position no:	50048203
Team:	[Audiences]
Department:	Marketing Communications
Location:	Ultimo
Reports to:	GROUP PUBLICITY & PARTNERSHIPS MANAGER 50041477
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 7]
HR Endorsement:	15/11/2022

## Purpose

Lead publicity planning and implementation to deliver on key audience priorities for the ABC, including developing audience and industry engagement programs to promote relevant ABC content and platforms to target audience segments.

## Key Accountabilities

- Under broad direction, develop and implement innovative national publicity campaigns as part of integrated marketing strategies for ABC's program and campaign content.
- Develop influencer marketing (earned media) strategies for priority brands/products to generate reach and widespread positive communications across all earned media channels.
- Identify and develop promotional, cross-promotional and cross platform opportunities to enhance publicity activities and marketing campaigns, ensuring that they are fully integrated to a broader communications strategy.
- Manage the production and distribution of required core materials, including press kits, media releases, photography, digital assets and previews to support content promotion.
- Schedule and coordinate print and online interviews, TV appearances, photo shoots, set visits, radio interviews, digital initiatives, events and promotional opportunities with Group Marketing Managers and social media teams.

- Develop and maintain strong relationships with key internal stakeholders and manage senior relationships with external parties, including media, partners, event organisers, industry representatives and merchandise licensees, to create effective audience development opportunities.
- Be a custodian and advocate of the ABC brand through diligent reputational and issues management, ensuring that publicity campaigns and materials reflect the ABC charter and editorial policies.
- Keep up to date with developing audience media and social trends in order to ensure relevancy and extend coverage and reach. Leverage these insights to be continually innovative and drive sound strategies.
- Lead marketing and communications projects that position the ABC as a media industry leader, including developing conferences, events and talent profile opportunities to support ABC brands and platforms.
- 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. Relevant tertiary qualifications or equivalent extensive skills, knowledge and experience in publicity, preferably in the media sector with experience in new/evolving media channels and platforms.
2. Demonstrated highly advanced ability to produce digital and social assets with proven understanding of social media platforms, content and trends, relating to media opportunities and partnerships.
3. Demonstrated highly advanced problem-solving and reputational management skills, including ability to make logical judgements, prioritise and solve very complex problems in a dynamic work environment as well as hands on experience in issues management.
4. Proven comprehensive understanding of marketing and publicity protocols and essential interface with media – traditional and emerging.
5. Proven understanding of ABC content, talent, channels and platforms.
6. Demonstrated highly advanced computer skills including experience with Word and Excel.
7. Highly advanced organisational and project management skills with excellent attention to detail coupled with the ability to work to tight deadlines and manage priorities to ensure timely completion of work.
8. Demonstrated excellent communications skills, both verbal and written, in a manner well matched to audiences whilst demonstrating creativity.
9. Demonstrated highly advanced stakeholder management skills with the ability to manage effective stakeholder relationships at a number of levels.
10. Established media contacts/relationships with media would be highly regarded
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.



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