



## POSITION DESCRIPTION

Position Title	DIGITAL REPORTER	Position No.	50058862
Team	[Regional & Local]	Classification	[Content Maker]
Department	ABC Everyday	Schedule Roster Cycle	[Schedule A] [2 Week Rostered]
Location	Various	Band / Level	[Band 6]
Reports to	DEPUTY EDITOR 50053357	HR Endorsement	6/04/2020
Purpose			

Produce and present digital and social media content for ABC Everyday across multiple platforms, that align with ABC strategy and objectives.

### Key Accountabilities

- Under limited direction, and in collaboration with colleagues, source, create and edit digital and social media content for multiple platforms to engage new audiences.
- Contribute significantly to the planning and commissioning processes to develop and distribute new content ideas to achieve strong reach and engagement with audiences.
- Mentor, train and support colleagues, as required, to build and maintain a collaborative and high-performance culture.
- Create digital and social media content that can be shared with other content teams in Regional & Local and across the ABC.
- Cross promote other ABC content to increase audience engagement.
- Keep up to date with industry best practice for areas such as solutions-driven journalism, visual and interactive storytelling, accessibility across multiple platforms, user generated content (UGC) and search engine optimisation (SEO).
- 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. Tertiary qualifications in a relevant discipline, or demonstrated equivalent skills, knowledge and experience in the creation and curation of social media and/or digital content.
2. Advanced reporting and presentation skills with proven experience in digital content production systems and tools covering video, audio, image and text content.
3. Advanced editorial skills including the ability to source and analyse information and exercise sound judgement.
4. Advanced communication and interpersonal skills with the ability to foster an open and creative approach to work and a culture of feedback across the team.
5. Excellent organisational and time management skills with the ability to balance multiple priorities and tasks and meet deadlines.
6. Demonstrated knowledge of developments in digital news media, social media and audience trends; with a strong understanding of the issues that affect and interest the target audience.





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7. 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.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

### Special Requirements

1. Possession of a current and valid Driver's Licence.