



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SOCIAL MEDIA PRODUCER
Position no:	50054731
Team:	[News]
Department:	VIC News Digital
Location:	Melbourne
Reports to:	VIDEO PRODUCER 50058761
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4-5]
HR Endorsement:	22/11/2024

Purpose

Help lead the ABC News social media strategy to increase reach across digital platforms and connect our content with existing and new audiences. Edit, produce, and publish accurate and timely content for ABC News' social platforms.

Key Accountabilities

- Create content for social platforms that builds depth and understanding for audiences.
- Work collaboratively and communicate effectively with newsroom colleagues to respond to breaking news and sourcing UGC to enhance newsroom coverage
- Contribute ideas to improve the ways the ABC presents News content in social spaces, including ideas for new content formats.
- Help drive the social media strategy and projects for ABC News (VIC) in collaboration with other teams including Radio Melbourne.
- Bring a creative approach to finding new audiences and creating content for social platforms that builds depth and understanding for audiences.
- Communicate effectively with colleagues and managers to constantly improve the offering to the audience.
- Maintain a keen awareness of industry developments and audience trends.

- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.
- Actively engage with communities to find and tell stories that are relevant for them and in line with the News strategy.
- 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. Proficient editorial judgement, the ability to work as part of a team to produce accurate and concise copy and first-class knowledge of social media platforms, and a tertiary qualification or practical experience in journalism.
2. Accomplished ability to use social media to identify story opportunities that will appeal to digital audiences and distribute them via social platforms in creative ways.
3. Advanced understanding of user behaviours on social platforms and the influence they have on how News is presented and distributed via those platforms.
4. Proven awareness of new media technologies and platforms, especially emerging trends, and services in social media.
5. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
6. **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.
7. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
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. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
10. A proven ability to source and maintain contacts across the broader Australian community.

