



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	PROGRAM MAKER
Position no:	50009744
Team:	[News]
Department:	Regional Gold Coast
Location:	Gold Coast
Reports to:	EDITOR, ABC GOLD COAST 50046517
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4-5]
HR Endorsement:	2/11/2023

### Purpose

Create broadcast, social media and digital content to meet changing coverage and content requirements across all platforms in line with News and ABC goals and strategies.

### Key Accountabilities

- Under general direction, create compelling broadcast, social media and online content to engage local and national audiences across platforms.
- Actively identify local content that could travel to other content areas across the ABC in liaison with your Local Editor and in line with the ABC News' strategies.
- Participate and contribute as an active and collaborative member of the local team, working towards meeting individual and whole-of-team goals.
- Actively engage in community activities on national projects, with support of the audience content and community partnerships teams.
- Cross promote other ABC content to increase audience engagement.
- Maintain and update a database of contacts and networks.
- 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.
- 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 News strategy.

## Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Accomplished ability to produce an on-air shift, creating radio and online content in a contemporary manner with an audience focus.
3. Sound understanding of the issues that affect and interest the local audience.
4. Accomplished editorial skills including the ability to source and analyse information and exercise sound judgement.
5. Ability to use all software and hardware relevant to this role, as well as being aware of emerging technologies.
6. Proven ability to work effectively as an integral and positive member of a small team in a deadline driven environment.
7. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
8. A proven ability to source and maintain contacts across the broader Australian community.
9. 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.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **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.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

