



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	EXECUTIVE PRODUCER, AUDIO STUDIOS
Position no:	50018254
Team:	[Entertainment & Specialist]
Department:	ABC Audio Studios
Location:	Various
Reports to:	EXECUTIVE PRODUCER, AUDIO STUDIOS 50049056
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 8]
HR Endorsement:	16/12/2021

### Purpose

To lead and manage the development, production and delivery of high-quality, audience focussed, digital first Podcasts to meet the E&S Strategy.

### Key Accountabilities

- Manage and lead teams of Podcast content makers to produce high quality, original, digital first podcasts, aligned with E&S's strategic goals.
- Identify and develop new content ideas, formats and talent, as well as original approaches to Podcast ideas.
- Under broad direction and in consultation with the Manager, project manage all aspects of Podcast production from inception to publishing and post-publishing content discovery. Writing and managing production schedules, liaising with Operations, digital and discovery plans and implementation, rights management and archiving.
- Work with Management and in collaboration with Administration staff to ensure staffing, budgets, contracting, and compliance with WH&S.
- Provide editorial oversight of assigned productions. Ensure that the storytelling is aligned with the division's strategic goals, with a particular focus on editorial policy compliance and legal requirements, utilising the ABC's upward referral processes as required.

- Assess Podcast pitches, internal and external. Liaise with stakeholders, including Marketing, Distribution and Digital Producers to ensure best practice Podcast release.
- Oversee the creation rollout of digital social media output. Develop program briefs / show bibles.
- Provide day to day leadership and direction to ensure a shared understanding of and commitment to the team's objectives and ABC and E&S strategy.
- Lead and support teams to ensure that they are motivated and engaged and focused on priority work. Foster a culture of creativity and innovation within the team.
- Ensure effective on-boarding, training and development of staff.
- Actively apply strong knowledge of emerging Podcast trends and audience behaviour to mentor the team and lead the focus on high quality relevant and engaging Podcast content.
- Develop and implement best practice work flows to ensure efficient and sustainable use of resources.
- Work with Audio Studios Production Manager and Management to write and then manage project budget.
- Work closely with team to ensure effective communication within and across Podcast teams, and maximise opportunities for cross-promotion.
- Maintain effective liaison with other content networks in relation to content and staffing as required. Ensure efficient use of allocated resources.
- Work closely with the Marketing Manager and other stakeholders to maximise the effective publicity, promotion and marketing of podcasts.
- Work closely and collaboratively with ABC Made on podcast artwork.
- 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. Relevant qualifications and experience in editorial project leadership.
2. Demonstrated high level consistent and creative approach to program making. Experience and creativity in all aspects of audio content making, including high level script writing and editing skills, audio editing and production.
3. Broad understanding of online audiences, international podcast distribution trends and social media strategies.
4. Particularly complex editorial judgement with a thorough deep and advanced understanding of the ABC Editorial Policies.
5. Ability to coordinate and execute production requirements for multiple podcasts including research, script compile, produce and present to a high standard using a consistently creative, original and lateral approach.
6. Confident and clear communicator with strong interpersonal skills and proven experience in successfully liaising with a broad range of stakeholders.
7. Ability to maximise content distribution through creative packaging of audio content, including surrounding online content such as images, headlines and story synopsis.

8. Understanding of ABC Audio output across all networks and platforms. Ability to lead a small team and provide effective feedback.
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.
12. 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.



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