



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	REPORTER, RURAL
Position no:	30002067
Team:	[Regional & Local]
Department:	Regional Sale
Location:	Sale
Reports to:	CHIEF OF STAFF, SALE 50046534
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4-5]
HR Endorsement:	6/01/2023

## Purpose

Create rural and primary industry content for multiple platforms that aligns with ABC strategy and Regional & Local's objectives.

## Key Accountabilities

- Under general direction of the Chief of Staff and Executive Producer, Rural, create rural and primary industry content for multiple platforms to engage local and national audiences.
- Prepare and present content for the Rural Report and Country Hour.
- Contribute to planning and commissioning processes to develop and distribute new content ideas to achieve strong reach and engagement with audiences.
- In consultation with colleagues, identify and develop local rural and primary industry content that can be shared with other content teams across the ABC on multiple platforms.
- Contribute to the implementation of the Local Emergency Coverage plan and communicate with relevant stakeholders as required.
- 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 Agriculture or Journalism or demonstrated equivalent skills, knowledge, and experience in primary industries.
2. Accomplished editorial skills including the ability to source and analyse information and exercise sound judgement.
3. Demonstrated creative approach to content construction and delivery, and accomplished experience in live presentation and broadcast.
4. Strong understanding of rural and regional issues that affect and interest the local audience.
5. Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
6. 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.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **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.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

### Special Requirements

- A current and valid Driver's Licence.
- Willingness and flexibility to travel to remote locations.



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