



POSITION DESCRIPTION

Position Title	RADIO PROMOTIONS SCHEDULER	Position No.	50059892
Team	[Audiences]	Classification	[Administrative/Professional]
Department	Integrated Media	Schedule Roster Cycle	[Schedule A] [Non-Rostered]
Location	Ultimo	Band / Level	[Band 4]
Reports to	MANAGER MEDIA STRATEGY & OPERATIONS 50045907	HR Endorsement	23/10/2020

Purpose

Assist with the implementation of focused promotion plans and schedules as well as providing support to the operations of our promotional airtime.

Key Accountabilities

- Under routine direction, coordinate and prepare daily Radio promotion schedules based on considered and targeted audience data and ensure delivery of schedules in an accurate and timely manner through the usage of inventory planning software, which includes:
 - Issuing relevant schedule amendments and changes and ensuring data flow to relevant parties; and
 - Using the scheduling software system (Aqira) to undertake general data entry duties.
- Monitor, identify and recommend missing materials and support the Broadcast Inventory Manager regarding inventory management.
- Collaborate with relevant distribution teams to deliver channel schedules as planned in line with prioritisation frameworks to ensure effective planning for all channels.
- Collaborate with internal and external operational teams to assist with planned improvements to workflow and software to increase radio promotion effectiveness and efficiency.
- Respond to moderately complex scheduling queries from within the wider Radio, distribution and audiences' team; and escalate as required.
- Assist in the preparation of post campaign reporting on overall performance of owned asset inventory through the delivery of usage and playout.
- Work collaboratively and provide support to the Manager Media Strategy & Operations.
- 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 tertiary qualifications or equivalent skills, knowledge and experience.
2. Experience using broadcast management software in either TV or Radio as well as syndicated media tools. Experience with L&J Fusion software (eRAM) is desirable.
3. Proficient understanding of audience data, research and analytics particularly in relation to Radio, including (but not limited to) an understanding of the media planning principles of reach, frequency, impacts and target audiences.
4. Good communication skills with the ability to communicate both verbally and in writing in a clear and concise manner.





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5. Good organisational and time management skills with demonstrated ability to provide effective operational support.
6. Demonstrated ability to be proactive and willingness to help the team achieve its overall goals as well as establish and maintain positive and effective working relationships within and externally to the ABC.
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.