



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	LEAD MOBILE JOURNALIST/PRODUCER
Position no:	50048223
Team:	[News, Analysis, Investigations]
Department:	Deputy Editor Mobile
Location:	Brisbane
Reports to:	EDITOR, MOBILE 50046956
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	9/11/2021

Purpose

Work closely with the Mobile Editor in overseeing output from News Digital's Mobile Team to ensure the team's breaking news, content innovation and audience growth strategies are executed, create content of a consistently high standard and help ensure the team maintains momentum in discovering and developing new ways to reach audiences.

Key Accountabilities

- Under broad direction, create, edit, produce, and publish accurate and timely content for ABC News Digital.
- Lead and contribute ideas to improve the ways the ABC presents news on small screens, including ideas for new content formats.
- Communicate effectively with other members of the team, in particular product managers, designers and developers and the News Digital Mobile Editor, to constantly improve the way the audience experiences our platforms and content.
- Consistently create stories that are relevant to a broad cross-section of Australians and reflect the cultural, geographic and socio-economic diversity of the country and ensure they are optimized for distribution on ABC and emerging platforms.
- Provide regular detailed feedback to other members of the mobile team.

- Take responsibility for content selection and treatment.
- Develop and maintain relationships with relevant internal and external stakeholders.
- Maintain a keen awareness of industry developments and audience trends, in particular on mobiles, and help to shape strategies that advance the ABC's aims of delivering useful and engaging content to all Australians.
- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.
- 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. Practical experience working in a digital journalism environment and a demonstrated ability to identify story opportunities that will appeal to digital audiences.
2. Good editorial judgement and the ability to work as part of a team to produce accurate and concise copy.
3. A thorough understanding of user behaviours on mobile phones and the influence they have on how news stories are presented.
4. A demonstrated awareness of digital media technologies and platforms, including use of multimedia production tools and content management systems.
5. Extensive experience shaping audience growth strategies and involvement in content innovation.
6. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
7. Demonstrated understanding of the broad diversity of the Australian community and a passion to source and create authentic content which represents all parts of that community, including stories that reflect a range of cultural and linguistic backgrounds and Indigenous communities where editorially relevant.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

