



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL JOURNALIST
Position no:	50062733
Team:	[News]
Department:	Audience Engagement
Location:	Brisbane
Reports to:	AUDIENCE INSIGHTS LEAD 50043136
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5]
HR Endorsement:	30/01/2024

Purpose

To produce high-quality content that resonates with key audiences the ABC is seeking to reach on digital platforms.

Key Accountabilities

- Under general supervision, create high-quality digital content that will help the ABC to reach new audiences.
- Identify trends in audience behaviour, such as through activity on search engines, to contribute ideas for relevant content for a variety of audiences and demographics.
- Help to ensure ABC News digital content is highly visible in search engines and other digital destinations.
- Utilise strong writing skills and subject matter knowledge to break down complex subjects into content that is easy to understand and broadly accessible.
- Maintain a strong awareness of third-party environments, such as social media, search engines and other digital destinations.
- Communicate effectively with Senior Editorial staff.
- Maintain a solid awareness of industry developments and audience trends, including software and production methods.

- 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 in Australia's outer suburbs to find and tell stories that are relevant for them and in line with the News strategy, "More Relevant to More Australians".
- 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. Advanced experience in Digital Journalism or other relevant Journalism environment.
2. Highly developed ability to produce accurate and concise copy, and ability to produce engaging, digital-first content.
3. Accomplished understanding of the way News stories are presented online and considerable experience with digital News publishing systems.
4. The ability to work as part of a team and meet tight deadlines.
5. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
6. **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.
7. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
8. 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.
9. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
10. A proven ability to source and maintain contacts across the broader Australian community.



www.abc.net.au/careers