



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	ASSISTANT SOCIAL PRODUCER TRIPLE J
Position no:	50070123
Team:	[Audio]
Department:	triple j, Double J & Country
Location:	Ultimo
Reports to:	EXECUTIVE PRODUCER DIGITAL, TRIPLE J 50046836
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4]
HR Endorsement:	10/01/2025

Purpose

To support the implementation of triple j's social media strategy. Interact with digital audiences across key third-party platforms including TikTok, Instagram, and YouTube, building triple j's unique tone of voice through best practice implementation on each platform.

Key Accountabilities

- Enhance triple j's online presence and unique tone of voice by directly engaging with current and new audiences via comment sections, direct messages, and other non-triple j accounts, following best practice guidelines for each platform.
- Social media moderation, including managing comments sections and account inboxes, and escalating more complex issues to senior team members.
- Support the implementation of triple j campaigns and projects across social platforms including Instagram, YouTube and TikTok.
- Work collaboratively with triple j's creative and content teams on campaign social media assets.
- Assist digital teams with collecting and collating social media analytics across key accounts, feeding into team reports, including regular content tagging in Khoros.
- Assist digital teams with management of equipment such as Rode Mics and iPhones.

- 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. Demonstrated passion for social media and an understanding of the latest platform developments and audience trends.
2. Proven experience moderating and building communities on social media platforms.
3. Demonstrated interpersonal, problem-solving and communications skills, and the ability to work as part of a culturally diverse team.
4. Strong writing skills and ability to craft concise, clear and on-tone copy for social media posts and responses.
5. Understanding of vertical video, emerging social media trends and the ability to spot opportunities for triple j to grow its third-party reach.
6. Demonstrated self-motivation with the ability to proactively identify and action issues.
7. 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.
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.

