



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SENIOR PRODUCER
Position no:	50067419
Team:	[Audio]
Department:	CCN & Sport
Location:	Ultimo/Parramatta
Reports to:	MANAGER, ABC LOCAL SYDNEY 30006565
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 8]
HR Endorsement:	26/05/2025

Purpose

Lead and manage ABC Radio Sydney's Mornings program across multiple platforms to achieve the highest level of editorial, production and presentation standards, and meet Capital City Network strategic objectives.

Key Accountabilities

- Lead Local Radio Mornings to ensure the production of agenda-setting, newsworthy content which maintains the highest editorial and creative standards, under the direction of station management, in keeping with program and network briefs.
- Champion the flow of stories across Breakfast and Mornings, ensuring there is strong communication and story management with the Breakfast Senior Producer, between the teams and more broadly across the station.
- Under the broad direction of the station management team, drive content planning and the delivery of key content initiatives such as outside broadcasts, content campaigns and other engagement activities to elevate the profile of ABC Radio Sydney Mornings, grow audience share and time spent listening.
- Be the first level of upward referral for the program team, and ensure there is effective communication between the team and station management.

- Monitor and review the program team's output and performance, through regular airchecking and program reviews, developing team skills to meet Capital City Network strategic objectives.
- Develop and implement innovative strategies to build audience, including on social media and in the ABC Listen app. Maximise the distribution of Mornings content in a timely manner to all platforms as well as the ABC newsroom.
- Develop and foster a wide network of contacts and sources, liaising and managing key relationships, both internally and externally to the ABC. Collaborate with counterparts in News, at other CCN stations and across the ABC to respond to market developments and support network priorities.
- Work with station management on logistical, budgetary and rostering considerations to ensure the smooth running of the program.
- Ensure effective on-boarding, training and development of new staff including casuals.
- Ensure the implementation of the Local Emergency Coverage Plan.
- 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 and/or demonstrated equivalent extensive skills, knowledge and experience.
2. Demonstrated high level experience in radio with outstanding editorial skills, including the ability to source and analyse particularly complex information and exercise significant reliable editorial judgement.
3. Outstanding leadership skills with demonstrated experience in managing the editorial, creative, planning and production functions of program teams.
4. Proven strong ability to develop staff to achieve consistently high levels of performance and output.
5. Demonstrated experience in driving a content strategy to attract, retain and build audience.
6. Proven success as an editorial team leader with the ability to work under pressure to tight deadlines and to make immediate and reliable decisions as required.
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.



