# POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Position No.</th>
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<tbody>
<tr>
<td>MULTIPLATFORM PRODUCER,</td>
<td>50059540</td>
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<tr>
<td>SPECIALIST REPORTING TEAM</td>
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<table>
<thead>
<tr>
<th>Team</th>
<th>Classification</th>
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<tbody>
<tr>
<td>News, Analysis, Investigations</td>
<td>Content Maker</td>
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<table>
<thead>
<tr>
<th>Department</th>
<th>Schedule Roster Cycle</th>
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<tbody>
<tr>
<td>Specialist Reporting Team</td>
<td>Schedule B 2 Week Rostered</td>
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<thead>
<tr>
<th>Location</th>
<th>Band / Level</th>
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<tbody>
<tr>
<td>Ultimo</td>
<td>Band 5-6</td>
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<tr>
<th>Reports to</th>
<th>HR Endorsement</th>
<th>Date</th>
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<tbody>
<tr>
<td>EDITOR, SPECIALIST REPORTING TEAM 50052734</td>
<td>27/08/2020</td>
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## Purpose

Provide efficient daily production support and some reporting to ensure ABC Specialist Reporting Team is an agenda-setting unit, maintaining consistently high standards of original, creative and relevant output.

## Key Accountabilities

- Daily research, produce and deliver accurate, concise and clear multiplatform network stories that are relevant to a broad audience in line with the ABC’s editorial standards.
- Generate and develop stories, in an innovative way that is compelling for the audience across platforms.
- Produce video, audio and digital stories to a standard ready to publish.
- Work collaboratively with News graphics and wider teams to design and create high quality graphics that align with the digital and video on-demand strategies.
- Create and distribute digital, social media and on-demand content with a focus on providing innovative and new ideas that ensures the team is at the forefront of social media and on-demand engagement.
- Liaise with reporters, producers and camera operators in but not limited to foreign bureaux, state newsrooms, specialist desk and current affairs programs.
- Keep informed, aware and up to date with disability affairs, to deliver accurate and creative content that maximises audience reach and engagement.
- Create content that reflects a demonstrated understanding of disability affairs and delivered/shared with audiences appropriately across digital platforms to maximise reach and engagement.
- Deliver appropriate content that satisfies multiplatform commitments.
- Influence develop and guide team members under pressure.
- Be flexible and take a collaborative approach within the team. Contribute to daily production meetings and conference calls.
- Back fill as necessary in complementary multiplatform production roles across ABC News and contribute to staff development and training.
- Be aware of audience, digital and social media trends and their influence on news consumption and delivery and apply this knowledge to maximise audience reach and engagement.
- 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 interest, knowledge and awareness of current and ongoing disability affairs.
2. Well-developed organisational, problem solving and troubleshooting skills with the capacity to manage multiple and complex projects simultaneously under stringent timeframes
3. Proven story telling capability for television and radio; developed field production skills
4. Strong track record writing and producing digital stories with text, graphics, and photos/video to a high production level.
5. Demonstrated experience in being a key contact and contributing to social media and on-demand initiatives.
6. Accomplished editorial and production skills to produce video, audio and digital stories to a standard ready to publish.
7. Well-developed planning, influencing and communication skills.
8. Sophisticated understanding of user behaviours on digital platforms/mobile and ideas on how to grow new audiences
9. Experience in editing programs for TV/Radio; proficiency in digital photography an advantage
10. Proficiency working and publishing in CMS (Core Media) an advantage
11. Presentation skills suitable for radio/audio reporting and television/video reporting
12. Demonstrated interest, knowledge and awareness of disability affairs.
13. Developed web-based research skills
14. Ability to work in a collegiate manner with a team to create high-quality journalism
15. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
16. **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.
17. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.
18. 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.