



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	ANALYSIS LEAD
Position no:	50068382
Team:	News
Department:	News Digital
Location:	Flexible
Reports to:	EDITOR, FEATURES & CONTEXT 50031902
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	11/10/2024

## Purpose

Commission and edit analysis pieces for the features and context team and broader ABC, including working with Australia's best stable of columnists. Help to set the agenda in Australia's public discussion on major issues and bring to prominence issues that resonate with the audience across the ABC's digital platforms.

## Key Accountabilities

- Commission, edit and publish analysis pieces, including working closely with the ABC columnists and with teams across the ABC.
- Ensure stories are commissioned to provide context and clarity to Australians on the issues that matter most to them, reflecting the cultural, geographic and socio-economic diversity of the country.
- Build relationships across the ABC and with external stakeholders to ensure ABC News has the best writers filing for its digital platforms.
- Edit, produce and publish accurate and engaging content for ABC News Digital platforms, with a sophisticated understanding of relevant editorial policies.
- Working with the Features editor, develop and implement distribution/social media strategy for the features and context team.

- Adopt a flexible, collaborative approach within the team and regularly contribute ideas to improve the ways the ABC to improve the ways News content is presented on mobile phones, the news site and external platforms, including ideas for new content formats.
- Maintain a thorough understanding of current local and national news, events and issues.
- Communicate effectively with other members of the team, including other journalists and News Digital editorial leaders, to constantly improve the offering to the audience.
- Act in place of the Features Editor in their absence when required.
- 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 to find and tell stories that are relevant for them and in line with the News strategy.
- 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 or demonstrated equivalent skills, knowledge and experience.
2. High level editorial judgement, coupled with the ability to work as part of a team, and proven knowledge of a broad range of topical subject areas of interest to a diverse range of Australians.
3. A sophisticated understanding of the digital and social news environment, platforms and emerging trends, particularly in regard to analysis and context journalism.
4. An extensive track record of commissioning and editing analysis and/or context pieces, using a creative approach and the ability to work effectively as part of a team. Excellent production and editorial skills across digital platforms.
5. Proven ability to manage, influence, develop and guide a range of writers and journalists, building relationships across teams, along with acting as features editor as required.
6. Demonstrated significant experience working on distribution and/or social media strategy, alongside excellent communication and problem-solving skills.
7. A sophisticated understanding of how audience analytics can be used to track performance and guide editorial decision-making.
8. High level understanding and application of editorial policies and legal considerations on complex stories, along with strong copy-editing skills.
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.
11. 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.
12. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
13. **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.

14. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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