



POSITION DESCRIPTION

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| Position Title | Local Communities Reporter | Position No. | 30002205 |
| Team | News, Analysis, Investigations | Classification | Content Maker |
| Department | Local Coverage | Schedule Roster Cycle | Schedule B 2 Week Rostered |
| Location | Parramatta | Band / Level | Band 4-5 |
| Reports to | NSW News Editor | HR Endorsement | [Endorsement] |

Purpose

Deliver distinctive, engaging content that reflects the issues affecting Sydney's many diverse communities, and the contribution they make to life in NSW. Develop deeper ties with culturally and linguistically diverse communities across Western Sydney to tell their stories across all ABC platforms.

Key Accountabilities

- Research, gather, prepare and write content to meet the requirements of digital and broadcast platforms. Regularly generate original story ideas and angles for a range of ABC platforms.
- Develop strong contacts with diverse community groups across Sydney, using community meetings, councils, social media and online forums to source story ideas and talent.
- Work closely with digital, social and broadcast news leaders to pitch and workshop stories to engage the widest possible ABC audience. Use audience analytics to inform storytelling and presentation.
- Liaise with ABC Radio Sydney social media and multiplatform reporters to deepen coverage and discussion of community and ethnic issues on air and online.
- Demonstrate an understanding of platform specific storytelling and emerging digital platforms. Embrace innovative storytelling methods, production techniques and the latest reporting tools.
- Work collaboratively with the NSW news team, providing ideas and insight on community issues to reporters working on a wide range of topics and investigations.
- 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. Experience reporting on local communities and issues affecting residents from diverse backgrounds. Prior experience and contacts in Western Sydney a distinct advantage, as is proficiency in another major language.
2. Proven experience delivering news on a range of digital, social and broadcast platforms, utilising a variety of storytelling techniques. Strong writing and editing skills, with video and photographic experience a plus.
3. A solid understanding of digital audience trends, audience analytics and emerging platforms.
4. Experience using social media platforms to source content, communicate with audiences and expand potential reach for stories.
5. Demonstrated ability to develop strong local contacts through a variety of methods, using those networks to break local stories and deliver engaging content to a wider audience.
6. Highly developed communication techniques and a strong focus on teamwork enabling the formation of positive working relationships with other team members, reporters and other ABC staff and contacts.





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7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **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.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
10. 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.