



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	VIDEO JOURNALIST, APN
Position no:	50054831
Team:	[News]
Department:	APN Digital
Location:	Southbank
Reports to:	DIGITAL EDITOR (CONTENT) 50054368
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4-5]
HR Endorsement:	10/11/2023

## Purpose

Create original and compelling international news stories that resonate with ABC audiences from diverse cultures, and video treatments with a particular focus on video on demand (VODs) and vertical videos for social media platforms including YouTube, Instagram and TikTok.

## Key Accountabilities

- Pitch, film and edit original, high-quality international news, explainers and feature stories in the form of VODs and vertical videos for social media platforms and the ABC website.
- Work across the Asia Pacific Newsroom, collaborating with digital, graphic and social media journalists, to lead and support the production and delivery of video and TV News content, which meets the Audience-First strategy.
- Follow audience behaviour trends, and identify the most effective channels and processes to distribute video content to reach the desired audience in line with strategy.
- Collaborate with other newsroom teams (The World, Pacific Beat & multilingual services) to provide advice and assistance for video and digital treatments of international content. This includes supporting journalists across APN with scripting, filming, writing and editing.
- Actively contribute ideas for quality cross-platform coverage to digital team and wider Asia Pacific Newsroom editorial meetings, with a particular focus on video.

- Communicate effectively with colleagues and other senior editorial staff in the newsroom and wider ABC.
- Maintain a keen awareness of industry developments, particularly on mobile and social media. Share these insights and contribute ideas to improve the ABC's treatment of news on digital platforms.
- Extend use of platforms popular in the Asia-Pacific region.
- High level proficiency of multimedia/video publishing software and systems is a must – proficiency with both Adobe Premiere Pro and Core Media are advantages.
- Support the production of TV content and programs as 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 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. Strong editorial judgement, practical experience as a video journalist and a relevant tertiary qualification.
3. Accomplished ability to produce, film and edit video of high-quality in non-traditional formats.
4. A deep understanding of key issues in the Asia-Pacific region and being able to identify compelling stories relevant to ABC's diverse audiences.
5. A thorough understanding of vertical video, VOD and TV production techniques and social media platforms including YouTube, Instagram and TikTok.
6. Well-developed understanding of and ability to identify trends in digital news consumption, new media technologies and platforms.
7. Knowledge of audience behaviour, ideas to build new audiences for and enhance the experience of the ABC's international news content. Willingness to adapt and change in an evolving digital environment.
8. Demonstrated ability to turn around videos quickly including for same or next day publish and meet deadlines.
9. Accomplished interpersonal skills and the ability to work as part of a culturally diverse team. Language skills an advantage, particularly those relevant to Australia's main domestic CALD communities.
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.
11. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
12. A proven ability to source and maintain contacts across the broader Australian community.
13. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.

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



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