



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	CONTENT MAKER
Position no:	50010711
Team:	[Regional & Local]
Department:	Capital City Network
Location:	Ultimo
Reports to:	Content Director, ABC Radio Sydney
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	Casual
Band/level:	[Band 3-4]
HR Endorsement:	11/06/2021

Purpose

Produce audio and digital content for ABC Radio Sydney that aligns with ABC strategy and supports the achievement of Regional & Local's objectives.

Key Accountabilities

- Under routine direction of the Content Director and in collaboration with colleagues, create distinctive and compelling content that engages local audiences.
- Contribute to planning and commissioning processes to develop and distribute new content ideas to achieve strong reach and engagement with local audiences.
- Provide in-studio production support and manage talk-back callers and guests.
- Pitch, develop and produce on-demand audio content and contribute to the team's digital and social media pages.
- Assist with Local Emergency Coverage when required.
- Cross promote other ABC content to increase audience 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. Relevant tertiary qualifications or demonstrated equivalent skills and experience.
2. Proficient program making skills with a proven ability to develop and make original and engaging audio and cross-platform content for target audience.
3. Proficient editorial skills including the ability to source and analyse information and exercise sound judgement.
4. 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.
5. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
6. **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.
7. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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