

## ABC POSITION DESCRIPTION

<b>Division:</b> <i>News</i>	<b>Position Title:</b> <i>Digital Producer</i>
<b>Department:</b> Australian Story	<b>Classification:</b> Program Maker Schedule B Band 6
<b>Location:</b> Ultimo	<b>Position No:</b> P381178
<b>Reporting to:</b> Deborah Masters	
<p><b>Purpose:</b> Australian Story seeks a creative Digital Producer with a keen eye for character to join a team of acclaimed storytellers. The successful candidate will be an effective communicator and self-starter with superior social media judgement.</p>	
<p><b>Key Accountabilities:</b></p> <ul style="list-style-type: none"> <li>• In collaboration with story producers develop ideas for how best to tell the story on digital, with a focus on mobile consumption habits.</li> <li>• Work with ABC’s Content Management System to deliver online stories and monitor their performance.</li> <li>• Edit short form videos or other clips for distribution on social media platforms to help grow our Australian following.</li> <li>• Manage the programs Facebook, Instagram and Twitter, and develop strategies for expanding on other emerging social platforms.</li> <li>• Make and schedule posts on social platforms, including optimizing headlines, writing copy and selecting the most intriguing thumbnails.</li> <li>• Maintain a keen awareness of industry developments and audience trends, in particular on mobile devices, and implement these insights during commissioning process.</li> <li>• Use data analytics to gather social learnings, share them with the wider team and explore ways to involve audiences to deepen our reporting.</li> <li>• Actively promote the ABC values and apply all relevant workplace policies and guidelines.</li> <li>• All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers.</li> </ul>	
<p><b>Key Capabilities/Qualifications/Experience:</b></p> <ol style="list-style-type: none"> <li>1. At least two years’ experience in a social media role.</li> <li>2. A team player with an interest and understanding of creating, promoting and distributing shareable content across multiple platforms.</li> <li>3. Have a demonstrated ability to craft tweets and Facebook posts that people want to share and engage with.</li> <li>4. A deep understanding of Facebook, Instagram, Twitter, and the ability to effectively read analytics from each story.</li> <li>5. Well rounded knowledge of photo and video editing software.</li> <li>6. Thorough understanding of the social web, copyright issues and Australian media law.</li> <li>7. An understanding of and commitment to the ABC’s <a href="#">aims, values and workplace policies</a>.</li> </ol>	