

ABC POSITION DESCRIPTION

Division:	News	Position Title:	<i>Social Media and Engagement Producer, Four Corners</i>
Department:	Current Affairs – Four Corners	Classification:	Content Maker Band 6 Schedule B (rostered two week cycle)
Location:	Ultimo, Sydney		
Reporting to:	Executive Producer - 4 Corners		
Purpose: Drive 4 Corners’ social media strategy and create sophisticated social media content to increase reach and develop engagement across multiple platforms.			
Key Accountabilities: <ul style="list-style-type: none"> • Contribute ideas to the social media strategy for each Four Corners story. • Manage Four Corners’ presence on Facebook, Twitter and video sharing platforms. • Develop new audiences across social networks and channels. • Focus on building social community engagement. • Create short form video social posts for distribution on ABC and third party platforms. • Make scheduled posts on social platforms, demonstrating strong copy writing capability, including optimising headlines and other SEO practices. • Read and interpret social media analytics to assess performance and inform content creation, engagement and audience growth. • Collaborate with the Four Corners program team and develop relationships with ABC News and other ABC outlets, including marketing and audience insights. • Keep across emerging digital platforms and audience behaviours on them. Actively promote the ABC values and apply all relevant workplace policies and guidelines. • 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. 			
Key Capabilities/Qualifications/Experience: <ol style="list-style-type: none"> 1. Substantial experience as a social media producer with strong writing skills and sound editorial judgement. 1. Thorough understanding of user behaviours on social platforms and experience with analytics. 2. Experience in growing and engaging audiences across multiple platforms. 3. Experience working in a professional news or broadcast journalism organisation highly desirable. 4. Experience with video and media management. Well rounded knowledge of photo and video editing software, in particular the Adobe suite and ability to discover and verify user generated video. 5. Familiarity with content management publishing systems. 6. Demonstrated organisational and time management skills. 7. Thorough understanding of content copyright and Australian media law. 8. Flexibility to work out of standard office hours. 9. Thorough understanding of and commitment to the ABC’s aims, values and workplace policies. 			