ABC POSITION DESCRIPTION

Division:	*Engagement*	Position Title:	*Digital Communications Advisor (12 month contract)*
Department:	*Communications*	Classification:	Admin/Professional Band 8 (non-rostered)
Location:	*Ultimo - Sydney*	Position No:	
Reporting to:	*Internal Communications Lead*	Approval Date:	

Purpose: Manage ABC wide digital communication tools that engage our employees and create advocates for the ABC

Key Accountabilities

Apply digital best practise creative flair to:

1. Manage the ABC's new intranet, encouraging maximum uptake
2. Work with the communications team to prepare and publish editorial content for the ABC intranet home page, and manage ABC wide requests
3. Work with our vendor for ongoing enhancement of the user experience and content management best practice
4. Develop a network of skilled intranet content managers/authors across the ABC supporting internal divisions to update and improve intranet content.
5. Working with our Technology team, recommend and implement an ABC wide content management system for emails and newsletters
6. Create and implement an internal social collaboration strategy for the ABC's enterprise social network, Yammer
7. Work with various stakeholders to manage the ABC's crowdsourcing tool for specific internal initiatives
8. Regular analytics and reporting on all digital channels
9. Coordinate messages and timing across channels
10. Create and maintain strong relationships with internal stakeholders to ensure they are getting the most out of internal digital channels
11. To a lesser extent, this role is also responsible for updating ABC's corporate website as required eg upload media releases and coordinate a schedule of Linkedin posts (with support)
12. Actively promote the ABC values and apply all relevant workplace policies and guidelines.
13. 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:

1. Communications, PR, Marketing or other relevant tertiary qualification, or experience working in such an environment
2. Minimum 2-3 years digital communications experience

3. Excellent interpersonal and communication skills.
4. Demonstrated experience using web content managements systems. Squiz Matrix experience desirable.
5. Understanding of writing for the web, user experience and SEO best practice. Funnelback desirable.
6. Experience managing social channels or with internal collaboration tools such as Yammer desirable.
7. Demonstrated experience creating and editing video content. Experience with Adobe Premiere prefered.
8. Ability to create and deliver written communications for a variety of audiences across digital communications channels.
9. Experience in collecting, interpreting and reporting digital analytics
10. Ability to work independently and as part of a small dynamic team.
11. Ability to work in a fast-paced team environment under tight deadlines
12. An understanding of and commitment to the ABC's aims, values and workplace policies.