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| **Division:** | *Audiences* | Position Title: |  *Promotions Producer, triple j & Double J* |
| **Department:**  | **ABC Made** | **Classification:** | **Content Maker (Schedule A) Band 5**  |
| **Location:** | **Melbourne, VIC** | **Position No:** | **P444863** |
| **Reporting to:** | **Radio Creative Services Manager, ABC Made, P393363** | **Approval:**  |  |  |
| **Purpose:** | Write and produce on-air promos and campaigns to promote triple j’s programs, events and campaigns. This is a busy and challenging role in a dynamic environment and requires a producer with technical flair, outstanding communication skills, ability to write great copy and a creative thinker. You also need to be immersed in music and popular culture.  |
| **Key Accountabilities:** * Write and produce on-air campaigns to promote triple j and Double J’s programs, events, and activities.
* Schedule distribution and placement of promotional campaigns.
* Contribute to the production of triple j’s station imaging through ID’s stings and themes, ensuring brand consistency.
* Work collaboratively with the Radio Promotions team, the wider ABC Made team, and with triple j’s Program Director and Marketing Manager to optimise opportunities to promote triple j and Double J both on triple j and Double J and other ABC networks.
* 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.
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| **Selection Criteria:** * Ability to produce innovative, fresh, and creative writing appropriate to target audiences.
* Ability to produce high quality promotional material to promote various Radio activities and multiple stations.
* Demonstrated ability to relate creatively to the triple j and Double J target audiences. And to produce promos that reflect triple j and Double J’s brand values.
* Display technical proficiency in audio editing using Pro Tools, or equivalent editing software - making the most efficient and effective use of time and resources.
* Knowledge of radio broadcast operations and computer systems, as well as an interest in new and emerging technologies.
* Understanding and application of scheduling to maximise promotional opportunities across programs.
* Experience sourcing and directing voice talent.
* Ability to work as part of a team as well as individually, to deliver promos on time in a busy work environment.
* Demonstrated understanding of the spirit and intent of the ABC’s Editorial Policies and workplace values and other policies and guidelines relevant to your employment - including Equity and Diversity and Work Health & Safety.
* An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/)
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