

## ABC POSITION DESCRIPTION

<b>Division:</b>	GIG Projects - Transformation	<b>Position Title:</b>	Audience Development Producer
<b>Department:</b>	GIG Projects – ABC Life	<b>Classification:</b>	Content Maker, Band 7 Schedule A (non rostered)
<b>Location:</b>	Negotiable	<b>Position No:</b>	TBC
<b>Reporting to:</b>	ABC Life - Lead	<b>Approval:</b>	TBC
<b>Objective:</b>	Craft the ABC Life project’s distribution and engagement strategies on a story-by-story basis to increase reach and engagement across digital platforms; track and analyse the performance of content.		
<b>Key Accountabilities:</b>	<ul style="list-style-type: none"> <li>• Identify target audience segments for each story and develop strategies to increase digital reach and engagement.</li> <li>• Track and analyse the performance of content across ABC and third-party platforms and present insights.</li> <li>• Participate in commissioning discussions and contribute ideas for new topics, treatments and formats; act as the voice of the audience in planning conversations.</li> <li>• Bring a creative approach to finding new audiences for service-oriented storytelling.</li> <li>• Explore ways to involve audiences to deepen our reporting; build deep relationships between online communities.</li> <li>• Keep abreast of latest developments in third-party platforms and how they can be used for newsgathering, storytelling and the delivery of news and information services.</li> <li>• Work closely with colleagues in editorial and product as well as marketing and audience insights to ensure effective cross media production.</li> <li>• 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.</li> </ul>		
<b>Key Capabilities/Qualifications/Experience:</b>	<ol style="list-style-type: none"> <li>1. A track record of success in growing and engaging audiences for journalism and identifying opportunities on emerging platforms and tools.</li> <li>2. At least three years' experience curating content and contributing to social media for a news media organisation and at least five years' experience as a working journalist.</li> <li>3. Demonstrated ability to analyse a range of metrics relating to engagement and reach, and using these in decision making.</li> <li>4. Strong editorial skills with demonstrated experience in applying strong editorial judgement for publishing digital content and giving and providing feedback.</li> <li>5. Excellent writing and communication skills; highly proficient in crafting effective copy to engage an audience.</li> <li>6. Ability to work in a collegiate manner with a team to produce engaging content.</li> <li>7. Excellent organisational and time management skills with the ability to balance multiple priorities and tasks and deliver to deadlines.</li> <li>8. Thorough knowledge and understanding of developments in digital news media, social media and audience trends. Strong understanding of the ABC’s purpose and place in the media</li> </ol>		

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environment.

9. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).