

## ABC POSITION DESCRIPTION

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| <b>Division:</b> <i>Radio</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Position Title:</b> <i>Digital Producer</i>        |
| <b>Department:</b> Head Spoken                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Classification:</b> Content Maker (Sched A) Band 4 |
| <b>Location:</b> All Locations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Position No:</b> S 50050075                        |
| <b>Reporting to:</b> Editor, Indigenous Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Approval:</b> Head Spoken                          |
| <b>Purpose</b><br><p>This full-time position is part of ABC Radio. Reporting to the Editor, Indigenous, the position is responsible for producing, publishing and distributing content for digital platforms, including social media sites.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                       |
| <b>Key Accountabilities:</b> <ol style="list-style-type: none"> <li>Working under routine direction, the Digital Producer will work with the Indigenous Unit and ABC's content production systems to research, create, source, craft and publish content for digital platforms. This includes:</li> <li>Pitch and create compelling audio for the Indigenous Unit that targets key audiences online and on mobile platforms.</li> <li>Develop compelling text-based content for RN Online alongside audio, to advance ABC strategies.</li> <li>Create standalone and complementary multimedia content including images, video and interactive elements in line with ABC strategies.</li> <li>Using relevant content management and other production systems consistent with house style, with attention to SEO.</li> <li>Use social media and other distribution strategies to extend the reach of Indigenous content through social media and other distribution strategies.</li> <li>Represent the ABC in field work and other public forums including social media.</li> <li>Actively contributing to a creative, innovative, culture of excellence within ABC Radio and the wider ABC.</li> <li>Actively promoting the ABC values and applying all relevant policies and guidelines including Editorial Policies, Equity &amp; Diversity and Work Health &amp; Safety.</li> </ol> |                                                       |
| <b>Selection Criteria:</b> <ol style="list-style-type: none"> <li>Demonstrated experience in devising, writing and editing high quality content and selecting and editing engaging audio, video and images.</li> <li>Sound editorial skills with demonstrated experience in applying editorial judgement for publishing digital content.</li> <li>Demonstrated understanding and application of social media to connect and engage audiences with content.</li> <li>Demonstrated experience in digital content production systems and tools, including audio editing skills.</li> <li>Excellent communication and teamwork skills, including a positive attitude towards new work, new ideas and spreading knowledge, and giving and receiving feedback.</li> <li>Proven organisational and time management skills with the ability to balance multiple priorities and tasks and deliver to deadlines.</li> <li>Sound understanding of Radio's role and position under the ABC charter and the domestic and international media environments.</li> </ol>                                                                                                                                                                                                                                                                                                                              |                                                       |

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8. Knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/ or Torres Strait Islander people; and an ability to communicate sensitively and effectively with Aboriginal and/ or Torres Strait Islander people.
9. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).