

ABC POSITION DESCRIPTION

Division:	<i>ABC Radio</i>	Position Title:	<i>Producer (Content Maker)</i>
Department:	ABC Radio Canberra	Classification:	Content Maker, Schedule A, Roastered 2 weeks, Band 4-5
Location:	Canberra	Position No:	S30002237
Reporting to:	Content Director	Approval:	Head, Spoken
Purpose: As a member of the local team, create broadcast, social media and mobile content to meet changing coverage and content requirements across all platforms in line with Radio and ABC goals and strategies.			
Key Accountabilities: <ol style="list-style-type: none"> 1. Create compelling local broadcast, social media and online content in a contemporary manner with a focus to engage local audiences across platforms 2. Actively identify local content in line with the ABC Radio strategies. 3. Work effectively and collaboratively as part of the local team under the leadership of the Content Director and with colleagues across ABC Radio and other areas of the ABC. 4. Actively engage in community activities and station projects. 5. Comply with ABC Editorial Policies, SCOSE and the law as it relates to broadcasting and publishing content. 6. Actively promote the ABC values and apply all relevant workplace policies and guidelines. 7. 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. Proven ability to create local cross-media content, in a contemporary manner with an audience focus. 2. Detailed understanding of the issues that affect the local audience. 3. Good editorial skills including the ability to source and analyse information and exercise sound judgement. 4. Can use all software and hardware relevant to this role as well as being aware of emerging technologies 5. Ability to develop and roll out content initiatives in a creative way, to engage and encourage listener contributions. 6. Proven ability to work effectively as an integral and positive member of a small team. 7. Demonstrated understanding and passion to source and create authentic content which represents that broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds. 8. An understanding of and commitment to the ABC's aims, values and workplace policies. 			