ABC POSITION DESCRIPTION

Division:	GIG Projects - Transformation	**Position Title:**	Deputy Editor (Regional)
Department:	GIG Projects – ABC Life	**Classification:**	Content Maker, Band 7-8 Schedule A (non-rostered) (optional part-time)
Location:	Negotiable	**Position No:**	TBC
Reporting to:	ABC Life - Lead	**Approval:**	TBC

Purpose: Assist the daily commissioning and production of ABC Life project content on digital and social platforms, with a focus on meeting the needs of audiences outside Australia's capital cities. Actively monitor audience reach and engagement of content to inform commissioning decisions.

Key Accountabilities:

- Assist the editorial and production team to develop, test and implement engaging digital storytelling and interactive content for the ABC Life project, with a focus on building capacity for digital storytelling beyond metropolitan areas.
- Identify and support projects that have the greatest potential to engage new audiences on digital platforms, with a focus on meeting the needs of audiences outside Australia's capital cities.
- Cultivate a supportive working environment that encourages creative, entertaining and service-oriented storytelling.
- Actively monitor and share audience metrics of content to inform commissioning decisions.
- Work with the ABC Life Lead and Editor to plan, develop, and execute campaigns and initiatives with other areas of the ABC and external partners.
- Actively shape editorial decisions that put the audience first and result in engaging stories on digital platforms.
- Maintain a high level of awareness of best practice in the industry for areas such as solutions-driven journalism, UGC, visual and interactive storytelling, accessibility across multiple platforms and SEO.
- Work effectively and collaboratively in a team, suggesting ideas and assisting to develop the output needs of others.
- 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.

Key Capabilities/Qualifications/Experience:

1. Proven experience in creating high quality original content and using relevant platforms to tell stories in new and innovative ways. Excellent judgement and passion for digital storytelling.
2. Proven ability to assist leading a team and work independently, establishing productive working relationships with colleagues, contractors, and external stakeholders.
3. Tertiary qualifications or extensive training in a relevant field such as media or communications.
4. Ability to make recommendations on relevant research, distribution and accessibility of content on digital platforms.
5. Strong knowledge and understanding of regional Australian audiences.
6. Demonstrated knowledge and understanding of developments in digital news media, social platforms and audience trends. Strong understanding of the ABC's purpose and place in the media environment.

7. Proven organisational skills and ability to successfully undertake multiple and complex projects simultaneously under stringent timeframes.
8. An understanding of and commitment to the ABC's aims, values and workplace policies.