ABC POSITION DESCRIPTION

Division:	***ABC Regional***	**Position Title:**	***Breakfast Producer***
Department:	Regional Content	**Reporting to:**	Chief of Staff, Gippsland
Location:	Sale	**Classification:**	Content Maker, Schedule A (Rostered 2 weeks), Band 3-4, S30002888

Purpose: As a member of the local team, create broadcast, social media and digital content to meet changing coverage and content requirements across all platforms in line with Regional and ABC goals and strategies.

Key Accountabilities:

1. Create compelling broadcast, social media and online content to engage local and national audiences across platforms.
2. Produce the Breakfast program.
3. Actively identify local content that could travel to other content areas across the ABC in liaison with your Chief of Staff, and in line with the ABC Regional strategies.
4. Participate and contribute as an active and collaborative member of the local team, working towards meeting individual and whole-of-team goals.
5. Actively engage in community activities on national projects, with support of the audience content and community partnerships teams.
6. Cross promote other ABC content to increase audience engagement.
7. Maintain and update a database of contacts and networks.
8. Actively promote the ABC values and apply all relevant workplace policies and guidelines.
9. 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 ability to produce an on-air shift, creating radio and online content in a contemporary manner with an audience focus.
2. Detailed understanding of the issues that affect and interest the local audience.
3. Sound editorial skills including the ability to source and analyse information and exercise sound judgement.
4. Ability to use all software and hardware relevant to this role, as well as being aware of emerging technologies.
5. Proven ability to work effectively as an integral and positive member of a small team in a deadline driven environment.
6. Demonstrated understanding and passion to source and create authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds.
7. An understanding of and commitment to the ABC's aims, values and workplace policies.