ABC POSITION DESCRIPTION

Division:	**Radio**	**Position Title:**	**Content Lead, Hey ABC** **12-month Specified Task Contract**
Department:	**Hey ABC Project**	**Classification:**	**Content Maker, Band 7, Schedule A (Non Rostered)**
Location:	**Ultimo, NSW**	**Position:**	**S 50052057**
Reporting to:	**Product Development Lead**	**Approval:**	**20.09.17**

Purpose:	Lead the development of an audio content creation for Conversational User Interface (CUI) devices.

Key Accountabilities:

1. Undertake research and collaborate with producers across the ABC to identify opportunities and develop a content strategy for current and near future CUI devices.
2. Create rapid turnaround pilots for stakeholder feedback before producing endorsed audio for public launch
3. Develop a programming schedule for content to provide to CUI devices.
4. Source and commission talent for audio content.
5. Work with ABC Audiences on aural branding for ABC CUI content.
6. Work with existing teams for integration of new content into business as usual activity.
7. Develop and maintain strong relationships with key stakeholders and content makers.
8. Develop handovers documents for workflows for transfer of project work to business as usual activity

Selection Criteria:

1. An understanding of news and entertainment content, channels, and platforms.
2. Experience in the creation of high quality audio content and storytelling, preferably with an on-demand focus.
3. Ability to maximise content distribution through creative re-packaging of audio content for other platforms.
4. Understanding of and interest in new technologies and distribution platforms.
5. Excellent communications skills.
6. Good organisational and time management skills.
7. Strong understanding of the diverse needs of the locations in which ABC is broadcasting.
8. Ability to work collaboratively with colleagues across the ABC.
9. Demonstrated ability to apply initiative and judgement, prioritise tasks and meet deadlines.
10. An understanding of and commitment to the ABC's aims, values and workplace policies.