

ABC POSITION DESCRIPTION

Division:	GIG Projects – Transformation	Position Title:	Social and Distribution Producer
Department:	GIG Projects – ABC Life	Classification:	Content Maker, Band 6-7 Schedule A (non-rostered)
Location:	Negotiable	Position No:	TBC
Reporting to:	TBC	Approval:	TBC
Purpose: Create and implement ABC Life project social media and distribution strategies to maximise audience reach and engagement.			
Key Accountabilities: <ul style="list-style-type: none"> Extend the reach of ABC Life project content through creative, engaging and well-executed social media and distribution activities. Create, sub-edit and publish text, image and video content on social media. Plan and execute innovative content distribution plans to for content. Provide specialist advice, training and implementation of best practice social media tools, techniques, distribution and networks. Grow and nurture the ABC Life project social community through timely, engaging and entertaining content. Liaise with Audiences to ensure effective brand management and maximise promotional opportunities for events. Maintain a high level of awareness of best practice in the industry for areas such as solutions-driven journalism, UGC, data visualisation, interactive storytelling, accessibility across multiple platforms and SEO. Cultivate a supportive working environment that encourages creative, entertaining and service-oriented storytelling. 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: <ol style="list-style-type: none"> Experience managing a brand’s social media activity and a track record of success in growing and engaging audiences and identifying opportunities on emerging platforms and tools. Experience creating high quality content in a digital media environment, with attention to detail and good technical understanding of digital media and CMS platforms. Experience planning and implementing innovative content distribution plans to maximise audience reach and engagement. A creative, engaging and unique voice with proven writing experience; excellent copywriting skills. Demonstrated experience in applying strong editorial judgement for publishing and moderating digital content. Excellent communication, problem-solving and teamwork skills, embracing new work, new ideas and sharing of knowledge, skills and feedback. 			

ABC POSITION DESCRIPTION

7. Able to manage projects and stakeholders, work under pressure and to deadlines in a team environment.
8. Thorough knowledge and understanding of developments in digital news media, social media and audience trends. Strong understanding of the ABC's purpose and place in the media environment.
9. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).