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| **Division:** | **Radio** | Position Title: | **Content Maker / Social Media Producer** |
| **Department:**  | **ABC Local** | **Reporting to:** | **Content Director, 774 ABC Melbourne** |
| **Location:** | **Melbourne**  |  |  |
| **Key Accountabilities:** 1. Under limited supervision edit, produce, publish and broadcast accurate and timely content for 774 ABC Melbourne.
2. Contribute ideas to improve the ways 774 ABC Melbourne presents content in social spaces, including ideas for new content formats including video.
3. Communicate effectively with other members of the team, in particular program producers and the Capital Cities Digital Editor, to constantly improve the offering to the audience.
4. Consistently create and distribute highly-sharable content on social media, assist program team on their social offering and content moderation.
5. Create audio packages for broadcast and conduct live crosses from the field.
6. Develop and maintain relationships with relevant internal and external stakeholders.
7. Liaise with relevant ABC output and content areas to ensure effective production and distribution.
8. Maintain a keen awareness of industry developments and audience trends, in particular on mobile, and share these insights.
9. Actively promote the ABC values and apply all relevant workplace policies and guidelines.
10. 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.
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| **Selection Critera:**1. Good editorial judgement, the ability to work as part of a team to produce accurate and concise multiplatform content and first-class knowledge of social media platforms; a tertiary qualification or practical experience in journalism.
2. A demonstrated ability to use social media to both a) identify story opportunities that will appeal to digital audiences, and b) distribute them via social platforms in creative ways.
3. A thorough understanding of user behaviours on social platforms and the influence they have on how content is presented and distributed via those platforms.
4. A demonstrated awareness of new platforms, especially emerging trends and services in social media.
5. Demonstrated experience in live to air presentation.
6. Experience with online publishing systems would be an advantage, as would experience publishing to social media platforms.
7. An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/)
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