

ABC POSITION DESCRIPTION

Division:	<i>Regional</i>	Position Title:	<i>Producer, Audience Content</i>
Department:	<i>Regional Content Development</i>	Classification:	Band 4-5 (Schedule A non-rostered)
Location:	<i>Negotiable</i>	Position No:	<i>500515852 (P454591)</i>
Reporting to:	Scott Gamble	Approval:	24/07/17
Purpose:	Contribute to the successful implementation of audience content projects through moderation, curation and distribution of contributed content.		
Key Accountabilities: <ul style="list-style-type: none">• Moderate audience contributions to national audience content projects, ensuring all contributions are moderated in line with the ABC Editorial policies, ABC Open Terms and Conditions, ABC Open Community Guidelines and ABC Open project parameters.• Provide editorial advice to regional content makers who moderate User Generated Content.• Identify potential contributor communities and stakeholders, and promote project call outs to them where appropriate.• Contribute to content publishing on ABC Open social media pages including Instagram, Facebook and Twitter.• Select strong quality content for national distribution, and draft associated social media posts for ABC News and other national social media accounts.• Manage the ABC Open website carousel through the identification and publishing of strong quality content on a daily basis.• Produce image galleries for national distribution via ABC News digital and social media.• Provide production support to the Manager, Audience and Social Content, Audience Content Lead and Social Media Lead as required.• 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">1. Demonstrated understanding of User-Generated-Content, Social Medias and their roles within a media environment.2. Good understanding of ABC Editorial policies, with a nuanced understanding of the issues relating to User-Generated-Content.3. Outstanding level interpersonal and written communication skills. Ability to moderate and sub-edit Audience Content contributions.4. Demonstrated ability to engage diverse stakeholder groups and build relationships in order to generate content from the community.5. Excellent organisational skills and an ability to prioritise tasks.6. Demonstrated experience with content management systems, photo and video editing software. Audio production experience is highly desirable.7. Ability to network and work collaboratively with staff.8. An understanding of and commitment to the ABC's aims, values and workplace policies.			