

## ABC Position Description

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|---|-------------------------------|------------------------|---|
| <b>Division:</b>  | GIG Projects - Transformation | <b>Position Title:</b> | Digital Video Producer                          |
| <b>Department:</b>  | GIG Projects – ABC Life       | <b>Classification:</b> | Content Maker, Band 7 Schedule A (non-rostered) |
| <b>Location:</b>  | Negotiable                    | <b>Position No:</b>    | TBC   |
| <b>Reporting to:</b>  | TBC                           | <b>Approval Date:</b>  | TBC   |
| <b>Objective:</b> To create engaging mobile-first video for the ABC Life project.   |                               |                        |   |
| <p><b>Key Accountabilities:</b></p> <ul style="list-style-type: none"> <li>Working under routine direction, shoot, edit and produce engaging mobile-first digital video content and photography for the ABC Life project.</li> <li>Consistently create and distribute highly sharable visual content on social media and other emerging platforms.</li> <li>Contribute ideas to improve the ways the ABC presents video content in digital spaces, including ideas for new content formats, to constantly improve the offering to the audience.</li> <li>Maintain a keen awareness of industry developments and audience trends, particularly towards visual storytelling on mobile devices, and use these insights during the commissioning process.</li> <li>Cultivate a supportive working environment that encourages creative, entertaining and service-oriented storytelling.</li> <li>Work effectively and collaboratively in a team, suggesting ideas and assisting to develop the output needs of others.</li> <li>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.</li> </ul> |                               |                        |   |
| <p><b>Key Capabilities/Qualifications/Experience:</b></p> <ol style="list-style-type: none"> <li>Proven ability to produce, shoot and edit high quality video journalism independently to deliver a final.</li> <li>Passion for experimenting with short and longer-form video formats for digital audiences.</li> <li>Advanced editorial judgement, with at least 2 years' experience in producing and publishing digital video content for a media organisation, together with photojournalism experience.</li> <li>Advanced skills in the use of Adobe Creative Suite tools; adept at producing engaging on-screen graphics, titles and motion graphics.</li> <li>Demonstrated awareness of new media technologies and platforms, including use of multimedia production tools. Experience with online publishing systems.</li> <li>Demonstrated knowledge of trends in video consumption and audience behaviours on digital platforms and how that informs best practice for the creation and distribution of content.</li> <li>Ability to analyse and interpret audience metrics to influence decision making.</li> <li>Advanced communication and teamwork skills, proven ability to foster an open and creative approach to work; shares ideas, skills and knowledge across the team.</li> <li>Proven organisational skills to successfully undertake multiple and complex projects simultaneously under stringent timeframes.</li> </ol>  |                               |                        |   |

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10. Demonstrated 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.
11. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).