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| **Division:** | **Television** | **Job Title:** | **Social Media Producer** |
| **Department:** | **Audience & Digital** | **Classification:** | **Content Maker Schedule A Band 6-7** |
| **Location:** | **Sydney** | **Position No:** | **P438839** |
| **Reporting to:** | **Manager, Digital Creative & Integration, P388726** | **Approval Date:** |  |
| **Objective:** Drive social media activities and operations to deepen engagement, further content reach and grow strong communities of interest around ABC TV brands. | | | |
| **Key Responsibilities:**   * Work with the Manager, Digital Creative and Integration and key stakeholders to develop, execute and maintain a social strategy for ABC TV program brands. * Working with Digital Network and Manager, provide specialist advice and assistance to all program areas across ABC TV (especially long and short running brands) seeking to use social media tools and networks. Build a collaborative and collegiate environment for social coordinators across program areas to share best practice for social engagement in/around TV programs * Build and maintain a collaborative working relationships with Digital Network and peers in other Divisions to both implement recommendations and operational requirements and, more importantly, to maximise reach of content via ABC referral networks * Act as the point of referral for ABC TV social media planning, operations and reporting on social media. * Work closely with the TV Marketing team, Program teams and Social Media Coordinators to develop and extend the reach of content through creative, engaging and well-executed social media activities. * Assist with integration of social media content and ideas into TV broadcast. * Apply social analytics to improve digital content, further content reach and better serve our audiences and grow communities of interest. Develop and share social analytics reports for ABC TV brands with key stakeholders to assist with content and platform strategy and awareness. * Liaise with ABC Marketing to ensure effective brand management and to maximise promotional opportunities for events and brand activities. * Share knowledge and skills through formal and informal delivery of training in social media tools and best practices. * Liaise and co-ordinate with the ABC’s Social Media Manager and ABC’s social media working groups to develop and maintain internal social media guidelines and information sharing tools such as wikis and blogs to assist staff with the use of social media networks for content production and for communication strategies. * Actively contribute to a creative, innovative, culture of excellence within the immediate TV Audience and Digital team, and the wider ABC. * Actively promote ABC values and apply all relevant workplace policies and guidelines. * All 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. | | | |
| **Selection Criteria (Key Competencies/Qualifications/Experience):**   1. Tertiary qualifications in a relevant discipline are desirable 2. Demonstrated experience working in the digital media environment, delivering or assisting with campaigns and/or products. 3. Strong track record in social media use and coordination for brand and community building. 4. Demonstrated experience working with key social media platforms including, but not limited to, Facebook, Twitter, YouTube etc. and a good knowledge of digital media industry developments and audience trends. 5. Demonstrated ability to manage projects, to work under pressure and to meet project deadlines. 6. Good technical understanding of digital media platforms and the development of web applications. 7. Demonstrated experience assisting with the development of digital strategy and the use of analytics and research to inform this work. 8. Demonstrated experience in creative/editorial marketing, including an understanding of how to effectively use social media networks in audience development & communication strategies is desirable. 9. Ability to demonstrate excellent interpersonal, problem-solving and written and verbal communication skills with the ability to present ideas and information clearly. 10. Collaborative team player with the ability to work with multiple teams with diverse ideas and business objectives. Demonstrated ability to negotiate with stakeholders at all levels. 11. Knowledge of and interest in ABC TV’s broad range of programs and activities. 12. An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/) | | | |