



POSITION DESCRIPTION

Position Title	SPORT, DIGITAL CONTENT PRODUCER	Position No.	50060673
Team	Regional & Local	Classification	Content Maker
Department	Sport Screen & Events	Schedule Roster Cycle	Schedule A 2 Week Rostered
Location	Various	Band / Level	Band 6-7
Reports to	EXECUTIVE PRODUCER DIGITAL CONTENT 50055467	HR Endorsement	12/02/2021

Purpose

Identify, distribute and produce content from Regional & Local teams around the country for online platforms, including the ABC Sport website, which aligns with ABC strategy and supports the achievement of Regional & Local's objectives.

Key Accountabilities

- Under broad direction of the Executive Producer, Digital Content lead editorial direction of R&L's contribution to the Sport website.
- Work with the R&L teams to identify and develop original stories for the Sport website and digital platforms which provide broad and engaging content for audiences.
- Sub-edit content produced by R&L teams for the Sport website, other platforms and programs as required.
- Apply creative production skills to content ideas in development to ensure good quality outcomes for audiences.
- Participate and contribute substantially to regular editorial and strategy meetings with the ABC Sport website leadership team.
- Produce engaging content for ABC Sport social media accounts to grow engagement and followers.
- Cross promote other ABC content to increase audience engagement.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills and experience.
2. Highly advanced program making skills with a proven ability to develop and make highly original and engaging video and cross-platform content for the target audience.
3. Highly advanced editorial skills including the ability to source and analyse information and exercise substantial judgement.
4. Proven experience in leadership, influencing and negotiation across multiple stakeholder groups.
5. Demonstrated knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/or Torres Strait Islander people. And, ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.
6. Demonstrated understanding and passion to source and create authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds and Indigenous communities where editorially relevant.





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7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

Special Requirements

10. A current and valid driver's licence