



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SOCIAL MEDIA LEAD
Position no:	50059238
Team:	[Audiences]
Department:	Social Media
Location:	Sydney/Brisbane
Reports to:	MANAGER, SOCIAL MEDIA STRATEGY 50064025
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 7-8]
HR Endorsement:	18/06/2024

Purpose

Drive growth in audience engagement and content discovery by supporting the implementation of an ABC wide social media strategy to increase reach and engagement with new and lighter audiences via social media platforms in line with ABC strategic objectives.

Key Accountabilities

Strategy

- Under broad direction, work across the social media strategy team to support the development and implementation of a comprehensive ABC wide social media strategy.
- Maintain comprehensive knowledge and awareness of industry developments and audience trends.
- Contribute significantly to social media campaign strategy development and implementation, including managing stakeholders across ABC teams, liaising with platform partners to increase awareness and engagement with ABC content.
- Plan, implement and evaluate new social media projects, channels, and content formats to drive increased awareness and engagement with ABC content across both current and emerging social media platforms.

- Lead, mentor, coach and develop staff to enhance output and improve skills, including liaising with relevant ABC content areas to ensure effective social media output and regularly communicating with ABC staff regarding social media best practice and platform/product updates.
- Deliver engaging and interactive workshop sessions and meetings tailored to the needs and objectives of participants.

Measurement and Reporting

- Maintain a deep understanding of the performance of ABC within social and the tools used to measure this.
- Implement a standard ABC measurement and reporting framework for social media, including creating regular social media performance reports and case studies.
- Implement social measurement tools and provide significant support to ABC staff in leveraging the social performance insights provided.
- Support the utilisation of enterprise social media tools and processes, ensuring ABC teams are up to date and fully leveraging capabilities.

Stakeholder Management

- Develop and maintain strategic relationships with internal and external stakeholders, including the Social Leadership team and key platform partners and vendors, to enable the effective implementation of the pan-ABC social media strategy.
- Act as a key point of contact for key stakeholders in ABC News, Content, Audiences and Product & Technology teams across a wide range of initiatives.
- Create a collaborative sharing environment across the content teams to achieve increases in appropriate cross publishing of content.
- 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 equivalent significant skills, knowledge and experience.
2. Excellent understanding of emerging social media trends and the ability to spot opportunities for the ABC to grow its third-party reach.
3. Outstanding leadership skills with experience leading and influencing teams across digital and social media platforms; and demonstrated deep understanding of relevant new technology and trends in production.
4. Demonstrated significant experience developing and implementing social media content and engagement strategies.
5. Demonstrated outstanding ability to use analytics to hone the approach to content creation on social media platforms to continually improve performance.
6. Outstanding ability to exercise significant editorial and creative autonomy and discretion.
7. Demonstrated ability to think strategically to identify opportunity areas in social media for the ABC, and execute plans to capitalise on those opportunities, in collaboration with counterparts from across the ABC.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.

9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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