



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MANAGER, ABC LOCAL MELBOURNE
Position no:	30006566
Team:	[Content]
Department:	Capital City Radio Networks
Location:	Southbank
Reports to:	HEAD CAPITAL CITY RADIO NETWORK 50053179
Classification:	Senior Executive
Schedule:	[Executive]
Roster cycle	[Executive]
Band/level:	[EL 2]
HR Endorsement:	23/10/2024

## Purpose

Target, commission and deliver programming for ABC Local to ensure maximum focus on audience needs and output quality and represent the ABC as the lead for state/territory stakeholder and community engagement, ensuring alignment with ABC's strategy and objectives.

## Key Accountabilities

### Editorial Leadership

- Provide editorial leadership across all locally commissioned and live/flow programming, including oversight of digital content.
- Manage program direction for the Local Radio station through the selection, evaluation and scheduling of content to attract, engage and build audiences.
- Lead the development of new programs and content offerings that align with the ABC's strategy, Content objectives and capital city network program briefs.
- Oversee air checks, bulletin and program reviews, and identify opportunities to enhance program sound, content flow and schedules.
- Oversee the coordination of emergency broadcasting and provide support when required.
- Contribute to the development and implementation of Cap City Radio social and digital strategy and drive the creation of original digital content that engages with audiences across platforms.

## Local Leadership

- Lead the local state/territory team to achieve collaboration and synergies with other ABC teams in the delivery of ABC wide programs and initiatives.
- Manage internal communications for the state/territory team to ensure the ABC brand remains strong.
- Lead stakeholder and community engagement initiatives for the state/territory to achieve ABC objectives.
- Lead the State/Territory Executive, and chair meetings.
- Work closely with the Community Engagement team to support ABC wide community engagement initiatives.

## Team Leadership

- Provide significant leadership and direction to, and development of the team to achieve Content Division objectives.
- Manage the budget planning and forecasting process in liaison with the Lead Unit Manager.
- 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 qualifications in media or a related discipline.
2. Extensive senior management experience, with a proven track record in shaping and driving delivery of content strategies within broadcasting or an industry of similar scale and complexity.
3. Significant experience and understanding of content programming, scheduling, and commissioning strategies.
4. A strategic and analytical thinker with experience of successfully influencing and directing strategic development in a complex stakeholder environment.
5. Significant leadership skills with the ability to lead large multi-disciplinary teams, developing talent and a high-performance culture.
6. Demonstrated understanding of the media market and the ability to respond effectively to changes in audience needs, competitor strategy and the regulatory environment.
7. Demonstrated experience in budget management and forecasting.
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:** Experience in building an inclusive and supportive culture where diversity is valued.

