



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL SPECIALIST, TRIPLE J
Position no:	50069691
Team:	[Content]
Department:	Triple J
Location:	Ultimo
Reports to:	EXECUTIVE PRODUCER DIGITAL, TRIPLE J 50046836
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6]
HR Endorsement:	4/10/2024

Purpose

Develop triple j's digital strategy across key third-party platforms and social channels, identifying relevant audience trends, best practice guidelines and innovative growth opportunities.

Key Accountabilities

- Identify up-to-date trends and opportunities for compelling mobile-first digital content that is timely, impactful, and relevant for young audiences which is consistent with ABC Editorial policies, triple j's goals and wider ABC objectives. Track and analyse key performance indicators (KPIs) to assess the effectiveness of social media strategies and content.
- Research and experiment to maximise YouTube, Instagram and TikTok reach (unique viewers, views) and engagement (watch time, comments and community engagement).
 - Monitor and analyse analytics and other social platform insights daily, and identify trends over time
 - Maintain a deep understanding of social platform algorithms and product changes to implement best practices.
 - Run experiments based on theories developed by yourself and the content team, develop and maintain channel playbooks

- Prepare regular reports with insights and recommendations for improvements based on data analysis.
 - Share results/ learnings/ strategic updates with broader triple j and ABC social media teams.
- Working with the Digital Manager and Digital Executive Producer, refine and implement processes to grow the reach and impact of triple j's social media channels.
 - Optimise triple j social channels and strategically develop and roll out of content campaigns.
 - Optimise triple j channels by keeping written information (e.g. channel descriptions) and visuals (e.g. channel branding and banners) up-to-date and adjusting for SEO and best practices.
- Review performance of owned platform digital output, including triple j website and app, and identify opportunities for refinement and optimised audience experience.
- Support the strategy and implementation of key triple j campaigns, events and programs, across digital and social media platforms including Instagram, YouTube and TikTok.
- Keep up-to-date with emerging platforms, identifying opportunities to expand and re-prioritise the ways triple j connects with young, digital audiences.
- Collaborate with teams across the triple j networks and the wider ABC, including contributing to a positive and innovative team culture, building strong relationships, and prioritising a curious, creative, and helpful mindset.
- Develop and update workflow guides, contribute to the development of training resources and triple j best practice playbooks.
- 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 advanced skills, knowledge and experience.
2. Proven experience creating content in a digital media environment, including an in-depth technical understanding of social media platforms and experience implementing audience engagement and growth strategies.
3. Strong interpersonal, problem-solving and communications skills, and the demonstrated ability to work as part of a culturally diverse team.
4. Up to date knowledge of the digital media industry developments, audience trends and best practice with a demonstrated willingness to adapt and change in an evolving digital environment.
5. Proven experience working with social media platforms and third-party tools for publishing, community management, measurement, and reporting. Experience exporting, analysing and reporting social media performance data.
6. Proven ability to develop content ideas and campaigns to reach new audiences across platforms.
7. 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.

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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