



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SENIOR PRODUCER
Position no:	30000879
Team:	[News, Analysis, Investigations]
Department:	State Coverage
Location:	Hobart
Reports to:	TASMANIA NEWS EDITOR 30006469
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5-6]
HR Endorsement:	30/07/2021

Purpose

Working to the Supervising Producer, drive the delivery of high-quality video content across platforms, with a focus on innovation and creative storytelling that helps attract new audiences.

Key Accountabilities

- Work with the Supervising Producer and newsroom leadership team to oversee the commissioning and delivery of high-quality on-the-day video that provides context, depth and understanding across platforms.
- Encourage a team approach to newsgathering, guiding reporters, camera operators, editors, and graphic designers to deliver innovative Tasmanian video content with local and network appeal.
- Apply creative production skills to build depth and understanding for audiences through using of high-quality video and graphic sequences, conversational scripting, and clever editing, with a focus on appealing to video-on-demand audiences.
- Develop and maintain a high-level understanding of news production systems, leading ABC Hobart's efforts to explore new ways of producing and presenting news content and contribute to a creative and innovative culture of excellence.
- Actively develop a collaborative working relationship with Regional & Local teams to deliver strong local content.

- Help drive the delivery of video-on-demand, working with the Supervising Producer to ensure the delivery of timely and engaging content across new and emerging platforms.
- Actively provide direction and constructive feedback to content-makers to empower them to achieve high standards of journalistic and production craft.
- Work with the TAS newsroom leadership team to implement content strategies and initiatives consistent with overall ABC and ABC News direction.
- 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. Advanced knowledge of news production.
2. Considerable experience producing and commissioning distinctive video content for broadcast and digital platforms.
3. Proven experience in leading reporting teams, ensuring timely commissioning, gathering and delivery of on-the-day video content across multiple platforms.
4. Proven and effective teamwork, communication, interpersonal and time management skills to operate effectively in a busy newsroom environment. Demonstrated ability to guide others in a fast-paced newsroom with continuous deadlines.
5. Experience and understanding in using audience data for insights and the latest trends in audience behaviour to drive editorial decision making.
6. Demonstrated high level organisational skills, as well as superior problem solving and troubleshooting skills.
7. Demonstrated editorial leadership and judgement. Strong understanding of politics, society and culture in TAS..
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.
11. 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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