



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	EDITOR, INNOVATIVE STORYTELLING
Position no:	50050417
Team:	[News, Analysis, Investigations]
Department:	DSI Team
Location:	Ultimo (other locations considered)
Reports to:	HEAD OF INVESTIGATIONS & CURRENT AFFAIRS 30000008
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 7-8]
HR Endorsement:	17/05/2023

### Purpose

Lead News' In-Depth digital teams by overseeing the creation and development of innovative, accessible, visually appealing and original in-depth storytelling across a range of teams.

### Key Accountabilities

- Commission and drive the creation of compelling mobile-first visual and digital content initiatives to engage digital audiences with ABC News' original and investigative journalism for ABC owned and third-party platforms.
- Responsible for overseeing the output from the DSI (Digital Storytelling Innovation Team).
- Lead a cross-disciplinary teams of journalists, digital producers designers, developers, video journalists and audience development specialists to create accessible, original journalism for major news and current affairs stories across the network which are accurate, balanced and compelling. Provide high level editorial guidance and promote a culture of best practice.
- Drive innovation and the implementation of digital transformation across the division and manage resource collaboration.
- Work closely with the leadership of current affairs on digital transformation and transition, and provide guidance to current affairs programs digital teams.

- Build and maintain strategic working relationships with all relevant stakeholders about innovative storytelling methods and strategies for building new, highly engaged audiences.
- Develop and implement regular feedback and monthly reviews of digital content and analytics, to ensure accuracy and standards are upheld and KPI's are met and continuously improved.
- Identify projects with the potential for greatest impact across ABC News and collaborate with story teams to ensure greatest audience reach and potential to engage new audiences.
- Lead the hands-on practical execution of digital projects, which may include visualisation, design, editorial, strategy or development.
- Drive the visual production values of the division's digital output to the highest standards. Actively contribute to ABC News' goals to increase reach and engagement with our digital work and capitalise on the strengths of the digital medium.
- Manage a video strategist and in collaboration, develop a growth strategy for CAFF on iview and YouTube.
- Keep up to date with platform developments and advances in the digital media industry, ensuring the team complies with industry best practice, at the forefront of emerging trends. Actively contribute to ABC News' goals to increase reach and engagement with our digital work and capitalise on the strengths of the digital medium.
- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.
- Actively engage with communities in Australia's outer suburbs to find and tell stories that are relevant for them and in line with the News strategy, "More Relevant to More Australians".
- 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, and/or demonstrated equivalent significant skills, knowledge and experience.
2. Demonstrated high level experience in successfully leading and developing a cross-disciplinary journalism team to deliver innovative cross-platform, interactive and accessible content in a dynamic and fast-paced environment.
3. Demonstrated high level ability to devise the most effective way to narrate a story for the digital medium to promote understanding, provide context and create a compelling, delightful user experience.
4. Demonstrated significant experience in long-form writing editing assistance and social media asset subbing.
5. High level understanding of long form production processes and opportunities for digital transformation
6. High level ability to survey the digital news media landscape and integrate new development ideas and technology into the News team's storytelling capabilities.
7. Demonstrated significant experience in strategy development for editorial teams.
8. Demonstrated extensive experience in content distribution and engagement to build an understanding of how audiences consume complex, interactive digital news and social media content.

9. Demonstrated high-level experience exercising substantial editorial, creative & technical autonomy & discretion, and decision making in a particularly complex setting.
10. Demonstrated ability to successfully work collaboratively across teams to develop and deliver shared editorial priorities.
11. A proven track record in financial and resources management within a constrained financial environment.
12. Outstanding, high level understanding of ABC News programming priorities and objectives, together with audience needs and interests.
13. 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.
14. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
15. A proven ability to source and maintain contacts across the broader Australian community.
16. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
17. **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.
18. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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