



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	YOUTUBE HOST / PRODUCER
Position no:	50062825
Team:	[Entertainment & Specialist]
Department:	Children's
Location:	Ultimo
Reports to:	SERIES PRODUCER 50000276
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5-6]
HR Endorsement:	24/11/2021

### Purpose

To represent the ABC on YouTube, TikTok and other social media platforms as host of engaging, distinct and innovative content relevant to a tween and teen audience. To work with the ABC Gaming team to research, produce and present key VOD series that engage and entertain current and future ABC Gaming audiences.

### Key Accountabilities

- Produce original content for a new ABC Gaming YouTube account including researching, writing copy and presenting / hosting key VOD series.
- Work with the ABC Gaming team to develop new regular series for YouTube and social media platforms.
- Aid in development and production of key VOD content.
- Write and sub edit copy, headlines, and captions for ABC social media platforms.
- Initiate and moderate audience engagement
- Regularly monitor, analyse, and report on social analytics to improve content, further content reach, and better serve the audience.
- Feedback insights into content strategies and emerging trends of platforms such as YouTube and TikTok; and pitch future content ideas.

- Work within the ABC Gaming style guide and ABC editorial guidelines.
- Actively contribute to a creative, innovative, culture of excellence within the immediate ABC Gaming team and the wider ABC.
- 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. Proven experience working in creative content development, and community building on key social media platforms to create compelling content.
2. Strong digital production and technical skills.
3. Accomplished use of social media and social analytics to create and improve editorial content. Deep and intuitive understanding of social media conventions as they relate to gaming content.
4. Ability to provide practical editorial judgement to audience interaction/engagement and content development.
5. Passion for and knowledge of Games and Gaming content relevant to tweens and teens.
6. Experience working with content management systems, social media platforms and image/video editing software.
7. Collaborative team player with the ability to work with multiple teams with diverse ideas.
8. Demonstrated ability to work well under pressure managing multiple campaigns with tight deadlines.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **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.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
12. 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.
13. A current working with children/police clearance and ongoing renewal/maintenance of this clearance in accordance with relevant legislation.



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