



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	CONTENT AND ACQUISITIONS MANAGER
Position no:	50069501
Team:	[Strategy]
Department:	International Services
Location:	Ultimo
Reports to:	MANAGER, INTERNATIONAL SERVICES 50057357
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 8]
HR Endorsement:	4/09/2024

Purpose

Develop and implement a content acquisition strategy, securing appropriate rights and licenses to maintain a library of content for broadcast and digital distribution on the screen platforms run by ABC International Services.

Key Accountabilities

- Under broad direction, develop and implement a content acquisition strategy for screen content based on target market trends, audience preferences, and budget considerations, in line with the ABC's International Services strategic objectives in the Indo-Pacific region.
- Research, evaluate and acquire high-quality and compelling screen content for broadcast and/or digital distribution, securing best available terms.
- Build and maintain strategic relationships with content producers, distributors and relevant stakeholders across the industry to ensure a steady flow of high-quality content for the ABC's International Services.
- Manage logistic, budgetary, and contractual aspects of cleared and acquired content. Collaborate with stakeholders to ensure smooth execution of acquisition transactions and receipt of deliverables.
- Provide professional advice on the rights required for our service throughout negotiations and contracting for the content we acquire and commission.

- Perform comprehensive assessments and apply editorial judgement to ensure all content satisfies ABC Editorial Standards and is suitable for international audiences.
- Regularly liaise with ABC content and rights teams to identify and assess upcoming and existing ABC content that is well suited to ABC Australia audiences. Screen and conduct rights checks, securing all necessary clearances for use on ABC International broadcast and/or digital platforms.
- Manage rights clearances and licensing to sustain a library of content servicing the ongoing and evolving needs of the ABC's international television and digital services.
- Proactively maintain relationships with domestic ABC Acquisitions team, sharing learnings and keeping abreast of market trends and developments with a focus on the Indo-Pacific region.
- 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 extensive experience in a relevant field such as international media sales and/or programming acquisitions.
2. Outstanding relationship building and negotiation skills, with the ability to manage and foster new and existing relationships with internal stakeholders and content distributors and to secure rights that are suitably aligned to the ABC International Service's needs.
3. Demonstrated high level understanding of copyright law, licensing agreements, and other legal aspects of content acquisition.
4. Outstanding analytical skills and the ability to analyse market trends, audience preferences, and financial data to make informed decisions about content acquisition.
5. Outstanding organisational and time management skills in a programming, sales, acquisition, rights management environment to work effectively and to deadlines. Ability to prioritise multiple tasks whilst maintaining strong attention to detail.
6. Exceptional knowledge and understanding of the domestic and international television markets, with particular interest in the Indo Pacific region.
7. Excellent communication skills both written and verbal with the ability to comprehend and communicate particularly complex and evolving distribution agreements.
8. Demonstrated experience interpreting trends and adapting to changes in the media industry, audience preferences, and content availability.
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:** Experience in building an inclusive and supportive culture where diversity is valued.

