



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SOCIAL, VIDEO & INTERVIEW PRODUCER
Position no:	50058710
Team:	[News]
Department:	Editorial Business Unit
Location:	Sydney
Reports to:	VIDEO SUPERVISING PRODUCER 50059587
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4-5]
HR Endorsement:	23/02/2024

Purpose

Produce social and video content to widen and deepen audience engagement with the Business Reporting Team's content and program. Suggest story, segment, social media and interview ideas; line up interview guests and arrange logistics for them.

Key Accountabilities

- Generate, suggest and develop story and segment ideas to engage a multi-platform audience, with a particular focus on social media platforms, that are in line with ABC Editorial Policies.
- Adopt a flexible, collaborative approach within the team to work with reporters, the Video Supervising Producer and the Digital Lead to consistently create, edit and distribute highly sharable content on digital, social media and other emerging platforms, with a particular focus on vertical video.
- Pitch and write original content that serves the ABC audience and reflects the cultural, geographic, and socio-economic diversity of the country.
- Actively engage with under-served audiences (female, young, CALD and outer-suburban) to find and tell stories that are relevant to them.
- Use analytics to improve content and reach and better serve the audience, and help the Business Reporting Team reach and serve a greater female audience.

- Contribute ideas to improve the ways the ABC presents content on digital and social media platforms. Take responsibility for content selection and treatment, in collaboration with the Business Editor and Video Supervising Producer.
- Communicate and coordinate the rollout of Business Reporting Team social media and video on demand content with other relevant teams in the ABC, such as the Planning Desk and News Digital social team.
- Develop and maintain effective relationships with other relevant teams across the ABC to enable the effective implementation of the Business Reporting Team's social media strategy and constantly improve the offering to the audience.
- Maintain a keen awareness of industry developments, audience trends and technologies in the media and social media spaces, especially around developments in smartphone usage, software and production methods; with a particular focus on vertical video production and reporting methods; as well as an understanding of specific legal and editorial risks on emerging platforms.
- Coordinate guest booking and interview production for the Business team under the direction of the Associate Producer and Business Editor.
- Assist in coordinating logistics for studio and satellite bookings in cooperation with the Associate Producer, while working in collaboration with other areas throughout the ABC including but not limited to the International and Planning desks.
- 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 equivalent skills, knowledge and experience.
2. Demonstrated experience in the creation and curation of social media and digital content in a media organisation, particularly the production of vertical video and video on demand. Experience using Premier Pro and Grass Valley Edius is an advantage.
3. Sound editorial skills including the ability to source and analyse information and exercise good judgement, including understanding of the ABC's Editorial Policies as well as basic copyright and legal issues knowledge.
4. Demonstrated ability to work as part of a team to produce accurate and concise copy, first-class knowledge of social media platforms.
5. Experience with web content management systems, such as Core Media, and basic understanding of online headline writing and search engine optimisation.
6. Well-developed knowledge and understanding of user behaviours on social platforms and the influence they have on how News is presented and distributed via those platforms.
7. Excellent awareness of new media technologies and platforms, especially emerging trends, and services in social media.
8. Accomplished ability to use social media to identify story opportunities that will appeal to digital audiences and distribute them via social platforms in creative ways.
9. General knowledge of trends in News consumption and distribution, as they relate to social media content. Experience with online publishing systems.

10. Experience developing and implementing social media content and engagement strategies. Ability to use analytics to hone the approach to content creation on social media platforms to continually improve performance.
11. Ability to source and maintain contacts across the broader Australian community, with a particular focus on business, economics and financial markets.
12. High level written and oral communication skills and the confidence to contact business, economic and political leaders with interview requests.
13. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
14. A proven ability to source and maintain contacts across the broader Australian community.
15. 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.
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.

