



POSITION DESCRIPTION

Australian Broadcasting Corporation

| Label | Description |
|-----------------|--------------------------------------|
| Position Title: | SOCIAL MEDIA PRODUCER, TRIPLE J |
| Position no: | 50060756 |
| Team: | [Entertainment & Specialist] |
| Department: | triple j |
| Location: | Ultimo |
| Reports to: | DIGITAL EDITOR, TRIPLE J 50046836 |
| Classification: | Content Maker |
| Schedule: | [Schedule A] |
| Roster cycle | [2 Week Rostered] |
| Band/level: | [Band 5] |
| HR Endorsement: | 9/01/2023 |

Purpose

To execute creative, innovative, and integrated social media content for triple j under general direction.

Key Accountabilities

- Create online content in collaboration with digital and radio content makers, including relevant photography or other multimedia content.
- Produce engaging content for triple j's social media accounts to grow engagement and followers. Increase shares between triple j and other accounts where relevant.
- Oversee moderation of triple j's main social media accounts in accordance with 'House Rules' and other station and ABC policies. Oversee the quality and style guide of other triple j social media accounts e.g., program Facebook pages.
- Pitch and create relevant and suitable content exclusively for distribution on social media platforms e.g., memes, promo graphics, video, audio
- Identify content that may be suitable for distribution through other ABC departments and platforms as well as opportunities for content sharing and collaboration beyond the ABC to extend the reach of triple j digital content and target new audiences.
- On a week-to-week basis, support station activities and campaigns on social platforms.

- Apply sound editorial judgement for content published online and provide feedback to content creators.
- Ensure the social media goals for the network and the strategy on how to achieve them is communicated to staff.
- Ensure the radio team is informed (via email, station meetings, workshops) of new platforms, new methods, changes to any algorithms. Keep the team updated on 'best practice' as that evolves.
- Research new social platforms share that knowledge with the immediate team, the wider triple j staff and other social media groups in the ABC.
- Use social media platforms effectively to increase audience reach and engagement around triple j digital products, content and events.
- 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 creating content in a digital media environment, with a broad technical understanding of digital media platforms and the development of web applications.
2. Proven sound editorial skills and judgment with a proven ability to create cross platform stories that engage an 18–24 audience.
3. Proven ability in working with content management systems, social media platforms and image/video editing software.
4. Demonstrated accomplished ability to monitor, moderate and edit social media platforms in real time.
5. Demonstrated ability and understanding of best practice content creation for online and social media platforms.
6. Accomplished ability to use social media and social media analytics to discover, create, share and improve editorial content, leading to greater audience engagement.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **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.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
10. 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.

