



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL ARTS LEAD
Position no:	50062244
Team:	[Content]
Department:	Digital Content & Innovation
Location:	Ultimo
Reports to:	FEATURES & ENTERTAINMENT EDITOR 50053326
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 7]
HR Endorsement:	24/07/2024

## Purpose

Commission, plan, produce and coordinate digital content across key arts genres, themes, and events that align with ABC strategy and objectives.

## Key Accountabilities

- Under broad direction, provide leadership to the editorial and production teams to develop, test and implement engaging digital storytelling for ABC Entertainment including visual arts, literature, performing arts and design.
- Lead the planning and commissioning processes to develop and distribute new content ideas to grow reach and engagement with new audiences.
- Actively monitor and share audience metrics to shape commissioning decisions and ensure community expectations are met.
- Identify opportunities for improvements and support projects that have the greatest potential to engage new audiences on digital platforms.
- In collaboration with relevant internal and external stakeholders, plan, develop, and implement strategies and initiatives that support the ABC's strategic objectives.
- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.

- Maintain high level awareness of industry best practice for areas such as solutions driven journalism, visual and interactive storytelling, accessibility across multiple platforms, user generated content (UGC) and search engine optimisation (SEO).
- Support the Features and Entertainment Editor in leadership and development of the team to achieve a shared understanding and commitment to team objectives, and to build and maintain a collaborative and high-performance culture.
- 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 extensive skills, knowledge and experience.
2. Extensive experience researching, planning and producing specialist content for broad audiences with a focus on digital-first platforms.
3. Proven highly advanced independent editorial judgment to identify and commission stories that appeal to a wide range of audience segments.
4. Highly advanced organisational skills including the ability to meet tight deadlines.
5. Demonstrated high-level effective communication and interpersonal skills, with the ability to apply initiative and exercise tact and discretion.
6. Highly developed understanding of the digital news environment, with highly advanced digital and news production skills.
7. Demonstrated ability to work within and across team boundaries, proactively sharing information and learning with colleagues. Experience guiding and developing others.
8. Demonstrated ability to gather and interpret digital audience analytics to inform and apply editorial judgment relating to content.
9. An understanding of the law as it relates to digital media platforms and broadcasting.
10. A demonstrated interest in finding and telling stories that reflect Australia's diversity, and proven ability to source and maintain contacts across the broader Australian community.
11. 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.
12. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
13. **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.
14. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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