|  |  |  |  |
| --- | --- | --- | --- |
| **Team** | Regional & Local | Position Title | Digital Producer  |
| **Location** | Any  | **Classification** | Band 4-5 |
| **Reporting to**  | Digital Product Lead  | **Position #** | S50037231 |
| **Approved** | June 2018  |  |
|  |
| **Purpose** |  |

Produce digital content that aligns with Regional & Local’s audience objectives.

|  |  |
| --- | --- |
| **Key Accountabilities** |  |

1. Produce digital content for existing and new platforms, and support digital content makers to contribute to the achievement of Regional & Local’s objectives, and align with the ABC’s strategy
2. Undertake research and sub copy to support the production and publishing of digital content across platforms
3. Understand advances and developments in web standards and emerging platforms to ensure ABC content is relevant and meeting audience demands
4. Actively promote the ABC values and apply all relevant workplace policies and guidelines.
5. All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work.

|  |  |
| --- | --- |
| **Key Capabilities/Qualifications/Experience** |  |

1. Tertiary qualifications in journalism or demonstrated equivalent experience
2. Demonstrated experience in supporting teams in digital content production, together with producing and subbing editorial content across platforms
3. Strong planning skills and experience working in deadline-driven environments
4. Understanding of new media technologies and platforms, and the use of social media as a tool to connect with audiences
5. Demonstrated understanding and passion to support the production of authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds.
6. An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/)