



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SENIOR PLANNING PRODUCER
Position no:	50041548-TEMP
Team:	[News]
Department:	Digital & National News
Location:	Ultimo
Reports to:	PLANNING EDITOR 50040633
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	25/03/2024

Purpose

Plan and coordinate multi-platform coverage and content for major news events and other stories, with a focus on reaching new audiences.

Key Accountabilities

- Pitch and generate stories that are relevant to Australians and reflect the cultural, geographic, and socio-economic diversity of the country.
- Deliver digital-first, trusted and impactful journalism, with an audience-centred approach.
- Actively engage with under-served audiences (female, young, CALD and outer-suburban) to find and tell stories that are relevant to them.
- Develop multi-platform coverage plans with a web and app-first philosophy for major and important news events.
- Commission stories on key news themes, generate story ideas and angles that appeal to new audience segments, and implement detailed distribution plans to reach them.
- Respond quickly and proactively to breaking news, ensuring appropriate plans, staffing and resources are put in place to meet digital-first platform needs, including prioritising web and app.
- Work with News, Current Affairs, and other ABC content teams to coordinate and amplify stories for maximum audience impact.

- Develop and maintain relationships with relevant internal stakeholders to commission stories, share knowledge and increase collaboration between teams.
- Maintain a strong awareness of digital and audience trends, industry developments and emerging platforms.
- Develop and maintain a high-level understanding of current events and issues, including monitoring a wide range of news and information media.
- 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. Highly advanced understanding of the ABC News strategy, audience insights and data to inform commissioning and prioritise stories for platforms.
3. High level ability to work collaboratively with a diverse range of people across the ABC and assist in building team relationships with colleagues.
4. A strong track record of planning and executing complex multi-platform news and event coverage.
5. Demonstrated highly advanced knowledge and understanding of the digital news environment, particularly web & app platforms.
6. High-level organisational skills including the ability to meet tight deadlines and experience using planning tools.
7. Well developed communication and interpersonal skills, ability to apply initiative, exercise tact and discretion.
8. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
9. A proven ability to source and maintain contacts across the broader Australian community.
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.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **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.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

