



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	PROGRAM MAKER
Position no:	30002888
Team:	[News]
Department:	Regional, Rural and Metro News and Operations
Location:	Sale
Reports to:	DEPUTY REGIONAL EDITOR, VIC 50062579
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 4-5]
HR Endorsement:	2/10/2024

### Purpose

Create broadcast, social media and digital content to meet changing coverage and content requirements across all platforms in line with ABC goals and strategies.

### Key Accountabilities

- Under general direction of the Deputy Regional Editor and in collaboration with colleagues, create content for multiple platforms for local and national audiences.
- Prepare and present distinctive and compelling content that reflects and engages local audiences.
- Contribute to planning and commissioning processes to develop and distribute new content ideas to achieve strong reach and engagement with audiences.
- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.
- Actively engage with communities to find and tell stories that are relevant for them and in line with News strategy.
- Create local content that can be shared with other content teams across the ABC.

- Cross promote other ABC content to increase audience engagement.
- Actively engage in community activities on national projects, with support of the audience content and community partnerships teams.
- Maintain and update a database of contacts and networks.
- 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. Accomplished program making and presentation skills with a proven ability to develop and make original and engaging audio and cross-platform content for the target audience.
3. Accomplished editorial skills including the ability to source and analyse information and exercise sound judgement.
4. Detailed understanding of the issues that affect and interest the local audience.
5. Ability to use all software and hardware relevant to this role, as well as being aware of emerging technologies.
6. Demonstrated ability to work effectively as an integral and positive member of a small team in a deadline driven environment.
7. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
8. A proven ability to source and maintain contacts across the broader Australian community.
9. 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.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **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.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

