



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL PRODUCER
Position no:	50067343
Team:	[Strategy]
Department:	International Services
Location:	Sydney
Reports to:	DIGITAL CONTENT MANAGER 50052264
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5]
HR Endorsement:	23/08/2023

Purpose

Plan, source and produce digital and social media content to reach and engage new and existing international digital audiences across the Indo-Pacific region in line with the ABC's International strategy.

Key Accountabilities

- Under general direction from the Digital Content Manager, produce digital and social media content (text, photos, audio and video) to engage and build the ABC's international audiences.
- Write features style stories that reflect the diverse selection of programs, across the international TV Services ABC Australia, and that help engage our audience in South-East and South Asia.
- Write and check stories for factual and style errors and inconsistencies and ensure content is accurate, timely and innovative.
- Contribute ideas for digital coverage and events and take part in editorial meetings as required.
- Maintain and curate content for International Broadcast and Digital Service websites.
- Contribute to the development of social content, that will accompany digital articles.
- Contribute to planning and commissioning processes and in team meetings to develop and distribute new content ideas. Support social media and broadcast teams as required.
- 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 their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors, and Other Officers.

Key Capabilities/Qualifications/Experience

1. Tertiary qualifications in relevant discipline or equivalent skills, knowledge and experience.
2. Accomplished editorial skills, and the ability to source and analyse moderately complex information and exercise sound editorial judgement.
3. Demonstrated experience and proficiency writing and editing moderately complex content for digital audiences, with an understanding of social media and methods of online content distribution and engagement.
4. Thorough understanding of cross platform content production, including experience and accomplished ability in the use of multimedia editing and production systems.
5. Accomplished communication and interpersonal skills, with proven ability to foster an open and collaborative approach to work, while balancing multiple priorities.
6. Demonstrated interest in and understanding of ABC International audiences and issues affecting the Indo-Pacific region.
7. 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 editorial relevant.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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