



POSITION DESCRIPTION

Position Title	Digital Producer	Position No.	S50005075
Team	Entertainment & Specialist	Classification	Content Maker
Department	Indigenous	Schedule Roster Cycle	A 2 weeks
Location	Ultimo	Band / Level	6
Reports to	Head Indigenous	HR Endorsement	
Purpose			

Produce, publish and distribute high quality screen and digital content that can reach its target audience, and that is aligned with the ABC Indigenous department and ABC strategic plan.

Key Accountabilities

- Research, plan, produce, write, edit and direct audio and screen content for broadcast and digital platforms that is sophisticated, original and relevant to the target audience and meet production objectives.
- Direct the editing of complex packages and sequences.
- Direct and visualise complex information in an engaging and entertaining style with strong audience appeal.
- Identify and generate original content and story ideas.
- Assist with day-to-day maintenance of the ABC Indigenous gateway and social media accounts.
- Work independently in specialist areas, accessing a wide range of resources and networks.
- Ensure adherence to budget, labour hour allocation and production deadlines.
- Represent the ABC in field work and other public forums.
- 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. Demonstrated experience in devising, writing and editing high quality content, and selecting and editing engaging audio, video and images.
2. Advanced editorial skills with demonstrated experience in applying editorial judgement for identifying and publishing digital content.
3. Proven planning, organisational and problem-solving skills, and motivation and initiative to deliver content efficiently and to deadline.
4. Demonstrated advanced understanding of social media platforms and their role and value to audiences.
5. Demonstrated experience in digital content production systems and tools, including audio editing skills.
6. Accomplished directing skills.
7. Demonstrated desire to pursue further skills development.
8. Exceptional interpersonal, negotiation and communication skills and a demonstrated ability to work effectively as part of a small multidisciplinary team.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.





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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. Demonstrated knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/or Torres Strait Islander people. And, ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.
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.