



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MULTIPLATFORM PRODUCER
Position no:	50041681
Team:	[News]
Department:	Investigations Reporting Team
Location:	Brisbane
Reports to:	EDITOR, INVESTIGATIONS REPORTING 50052652
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6]
HR Endorsement:	31/03/2021

Purpose

As a multiplatform producer with the ABC Investigations team, deliver high-impact and engaging digital-first investigative News and long-form video content.

Key Accountabilities

- Produce high-quality and engaging digital first News and long-form video content using the latest News graphics and digital video techniques under limited direction.
- Work with reporters to ensure that compelling storytelling is a daily feature of our content, including dealing with sensitive interviews.
- Generate and research original stories across a range of specialties. Foster productive, original, investigative content across all ABC platforms under an audience-first strategy.
- **Lead the production of investigative stories from commission to publication, including advanced skills in writing engaging video and audio scripts, digital copy and social media creation.**
 - Produce and deliver network content that is accurate, timely and innovative for all platforms. Contribute to and lead discussions in editorial meetings.
 - Maintain extensive and current contacts nationally and internationally.

- Demonstrate a proven awareness of audience, digital and social media trends and their influence on News consumption and delivery, and apply this knowledge to maximise audience reach and engagement.
- Collaborate with programs and other outputs areas on efficient and complementary deployment of resources.
- Adopt a flexible, collaborative approach within the team. Contribute to staff training as required.
- Demonstrate a solid understanding of current events and issues, monitoring a wide range of media outlets / sources.
- 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 in Australia's outer suburbs to find and tell stories that are relevant for them and in line with the News strategy.
- 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.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Excellent capability in writing and preparing online stories containing text, graphics and embedded video and audio to a high level
3. High level organisational and communication skills with the capacity to identify opportunities for content improvement and distribution; superior problem solving and troubleshooting skills.
4. Highly developed field production skills, as well as excellent video and audio editing skills
5. Highly developed and creative storytelling skills across all platforms to a highly advanced level.
6. Highly developed web-based research skills.
7. Proven high level capability with short and long form storytelling.
8. Proven ability to work and publish in CMS (Core Media).
9. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
10. A proven ability to source and maintain contacts across the broader Australian community.
11. 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.
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.
14. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.



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