



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SOCIAL MEDIA PRODUCER
Position no:	50054543
Team:	[Strategy]
Department:	Education
Location:	Ultimo
Reports to:	HEAD EDUCATION 50037875
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 5]
HR Endorsement:	18/04/2024

Purpose

Help execute the Education Team's social media strategy to increase reach across digital platforms and connect our content with existing and new audiences.

Key Accountabilities

- Under general direction, drive the social media strategy and projects for ABC Education in collaboration with leadership and content teams across the ABC.
- Identify target audience segments for stories and develop and execute social media plans to achieve strong reach and engagement with audiences.
- Prepare all content for the weekly education newsletters in co-ordination with other Education producers, organisational and calendar priorities.
- Contribute and respond appropriately to audience queries that come to the Education team via social channels and email.
- Collaborate with and plan engaging social content with ABC Education producers and editors where needed.
- Monitor and analyse user data and audience metrics from social media tools to assess performance and inform future decisions around content creation, engagement, and audience growth.

- Act as the voice of the audience in planning conversations, assisting in shaping key stories during commissioning discussions and contributing ideas for new content formats.
- Keep abreast of latest developments in third-party platforms and how they can be used for newsgathering, storytelling and the delivery of news and information services.
- Develop social media understanding and skills of content teams by delivering regular updates on best practices in social media use, tools, and industry developments in collaboration with the Audiences team.
- 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. Proven experience curating content and contributing to social media for a media or organisation with a schools' education focus. Experience in digital production, particularly video editing and photography.
3. Demonstrated accomplished ability in analysing metrics related to engagement and reach and using these in decision making.
4. Demonstrated experience and thorough understanding of identifying opportunities to grow and engage audiences for education content on established and emerging social media platforms.
5. Demonstrated outstanding communication skills and proven ability to work with a very wide range of internal and external stakeholders in complex media and education environments. Effective teamwork, communication, and time management skills to operate effectively in a busy production environment.
6. Demonstrated ability to utilise third party social platforms to publish and analyse content performance.
7. A very strong knowledge, passion and understanding of the needs, habits and challenges of the schools' education audience and a commitment to producing high quality, distinctive Australian Education content.
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.
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. A current working with children/police clearance and ongoing renewal/maintenance of this clearance in accordance with relevant legislation.



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