



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL LEAD
Position no:	50061824
Team:	[News, Analysis, Investigations]
Department:	Darwin News
Location:	Darwin
Reports to:	NT NEWS EDITOR 30006468
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6]
HR Endorsement:	15/07/2021

Purpose

Under limited direction of the Deputy Editor, lead the digital treatment of local content and ensure a continually improving original, innovative and timely service to the audience. Play a key role in driving the transformation of the Darwin newsroom to become mobile-first.

Key Accountabilities

- Work with the News Editor and Deputy Editor on commissioning and creating compelling mobile-first digital journalism that is timely, accurate, impartial, impactful, and relevant for audiences which is consistent with ABC Editorial policies and community expectations.
- Identify story opportunities and lead the delivery of news and information (including breaking news) to audiences on digital platforms as well as broadcast, ensuring a NT perspective.
- Maintain oversight of digital analytics; guiding coverage and providing feedback based on analytics across all platforms.
- In conjunction with the Deputy Editor, lead and mentor a team of digital producers, including performance management (including staff appraisals, goal setting and coaching), recruitment and selection of staff.
- Provide direction to staff to achieve high standards of journalistic and production craft.
- Foster a collaborative working environment with teams across the ABC.

- Coordinate the implementation of new digital technology and help guide other change management initiatives, as required.
- 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, “More Relevant to More Australians”
- 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. Strong digital journalism and production skills, with experience working in a news environment and a strong understanding of online news, including social media and methods of online content distribution and engagement.
2. Excellent knowledge of digital news production with an emphasis on mobile first newsgathering, including producing and commissioning visual and social media content, and hands-on experience with content management systems
3. Demonstrated ability to use audience analytics to guide editorial decision-making and story treatment.
4. Ability to exercise substantial editorial and creative autonomy and discretion, making immediate and sound decisions about content requirements under pressure.
5. A demonstrated track record as a meticulous, fast and accurate sub-editor able to correct and, where necessary, rewrite copy to the highest standards.
6. A strong understanding of Northern Territory issues across a range of topics.
7. Proven experience in leading a small team, providing constructive feedback.
8. A wide range of knowledge of national and international news issues with a strong understanding of and commitment to the needs of the audience.
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. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **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.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
14. 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.



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