



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL DESIGNER STORY LAB
Position no:	50043053
Team:	[News]
Department:	Story Lab
Location:	Brisbane
Reports to:	EDITOR, STORY LAB 50043052
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5-6]
HR Endorsement:	28/08/2024

Purpose

Create audience-focused, visually engaging, memorable designs across a range of digital platforms to support the output of data journalism and interactive news stories.

Key Accountabilities

- Design from concept to realisation a wide range of complex components such as interfaces for interactive stories, data visualisations and art-directed visual stories.
- Under limited direction, produce user experiences, illustrations, animations and interactive components to work across multiple devices with a commitment to accurate data representation and making complex information understandable.
- Experiment with new digital storytelling forms to provide insight and essential context for the ABC audience.
- Research, interpret and produce news and apply data analysis skills to create engaging and informative digital journalism.
- Contribute to editorial meetings, suggesting ideas and leads.
- Keep up-to-date with advances and developments in the digital media industry including current web standards and emerging trends in interaction design, and share knowledge with colleagues.
- Maintain an understanding of current events and issues, monitoring a wide range of media outlets/sources.
- Adopt a flexible, collaborative approach within the team, suggesting ideas and helping to develop the output needs of others.

- 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 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. 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 ability to source and maintain contacts across the broader Australian community.
3. Demonstrated experience in designing a wide range of complex, interactive components and applications, including charts, maps, infographics and data visualisations.
4. Proficiency in a range of graphic software applications. Ability to be flexible in production tools to match desired outcomes. Experience with photography or videography is an advantage.
5. Demonstrated ability to collaborate with content makers to research and tell stories as well as being a skilled storyteller and effectively using social media to connect with audiences.
6. Demonstrated understanding of front-end development considerations when applying design solutions.
7. Practical experience in applying industry best-practice accessibility guidelines to designs.
8. Well-developed organisational and planning skills with the ability to prioritise multiple tasks and projects to meet tight deadlines. Experience working in a newsroom is an advantage.
9. Well-developed communication skills with a proven ability to foster an open and creative approach to work; shares ideas, skills and knowledge across the team.
10. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
11. A proven ability to source and maintain contacts across the broader Australian community.
12. 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.
13. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
14. **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.
15. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

