



## POSITION DESCRIPTION

|                |                           |                       |                                |
|----------------|---------------------------|-----------------------|--------------------------------|
| Position Title | EDITOR                    | Position No.          | 50053326                       |
| Team           | [Content Ideas Lab]       | Classification        | [Content Maker]                |
| Department     | ABC Life                  | Schedule Roster Cycle | [Schedule A]<br>[Non-Rostered] |
| Location       | Negotiable                | Band / Level          | [Band 8]                       |
| Reports to     | ABC LIFE LEAD<br>50052273 | HR Endorsement        | 26/06/2019                     |
| Purpose        |                           |                       |                                |

Lead the daily commissioning, creation and distribution of ABC Life content on digital and social platforms. Actively monitor audience reach and engagement of ABC content to inform commissioning decisions.

### Key Accountabilities

- Lead the editorial and production team to develop, test and implement engaging digital storytelling and interactive content for ABC Life.
- Identify and select stories that have the greatest potential to engage new audiences on digital platforms.
- Cultivate a supportive working environment that encourages creative, entertaining and service-oriented storytelling.
- Actively monitor and share audience metrics of content to inform content decisions.
- Working closely with the ABC Life Lead to plan, develop, and execute campaigns and initiatives with other areas of the ABC and external partners.
- Actively shape editorial decisions that put the audience first and result in engaging stories on digital platforms.
- Maintain a high level of awareness of best practice in the industry for areas such as solutions-driven journalism, UGC, visual and interactive storytelling, accessibility across multiple platforms and SEO.
- Work effectively and collaboratively in a team, suggesting ideas and assisting to develop the output needs of others.
- 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. Proven experience in creating original content of outstanding quality and using relevant platforms to tell stories in new and innovative ways. Excellent judgement and passion for digital storytelling.
2. Proven ability to lead, coach and mentor a team that inspires, motivates and equips them to create outstanding content.
3. Extensive knowledge and understanding of developments in digital media, social platforms and audience trends. Strong understanding of the ABC's purpose and place in the media environment.
4. Extensive experience in establishing productive working relationships with colleagues, contractors, and external stakeholders with a demonstrated ability to build support and momentum through collaboration and influence.
5. Relevant tertiary qualifications or extensive training in a relevant field such as media or communications.





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6. Ability to make recommendations on relevant research, distribution and accessibility of content on digital platforms.
7. Proven organisational skills and ability to successfully undertake multiple and complex projects simultaneously under stringent timeframes.
8. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).
9. 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.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **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.
12. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.