



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SENIOR PRESENTATION MANAGER
Position no:	50069532
Team:	[Content]
Department:	Programming, Acquisitions & Streaming
Location:	Ultimo
Reports to:	HEAD PROGRAMMING, ACQUISITIONS & STREAMING 30006536
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 9]
HR Endorsement:	3/09/2024

## Purpose

Manage the Presentation team and deliver the best outcomes for our audiences. Collaborate with the Head of Programming, Acquisitions & Streaming, Programming and team, on the presentation strategies for content and platforms. Provide high-level input and strategic advice on presentation, and broadcast and streaming projects.

## Key Accountabilities

- Develop and implement the presentation strategy for ABC iview and broadcast channels, with consideration of the portfolio of channels, distribution goals, ABC overarching priorities and audience needs. Work with the ABC News, ABC International, social, commissioning and acquisition teams to link strategies.
- Oversee the presentation planning and execution, utilising knowledge of playout, presentation workflows and media planning. Provide guidance and mentorship to team ensuring all presentation planning activities are undertaken to the highest possible standard.
- Liaise with the Programming and Streaming teams to strategically look at options around promotion and navigation.

- Plan work across the department and divisions to prioritise asset creation and launch campaigns. Work with media planning, marketing and promo teams to find the best outcome for audiences assessing resources vs results, audience experience and market trends.
- Be proactive and respond to ever-changing audience behaviours and competitor output by adjusting future plans depending on trends, workflows, emerging opportunities and available content, reviewing data insights and industry publications daily.
- Oversee the implementation of plans, whilst managing strategic partnerships with key stakeholders across the ABC to ensure clear communication of content strategy, priorities and roadmap.
- Work across technical playout areas within the team. Work cross divisions to ensure best practice is being implemented in terms of Playout and the interconnected workflows of schedules.
- Manage and contribute significantly to the team's culture, learning and development. Lead strategic discussions for the team and larger Content division. Provide insights, support, and assistance in forming and reaching strategic goals.
- Manage and lead the team to ensure a shared understanding and commitment to team objectives and drive a culture of continuous improvement to overarching goals.
- Manage projects as required, integrating technical knowledge, project planning and influencing skills.
- 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. Expertise in a multi-channel broadcast media environment with knowledge of media planning, presentation, programming and marketing. High level ability to implement presentation techniques to engage, inform and retain audiences.
2. Outstanding knowledge of audience research analysis techniques, and ability to provide meaningful insight.
3. Significant understanding of Broadcast Operations requirements and distribution methodologies. Outstanding knowledge of schedule reconciliation practices.
4. Expert knowledge of media and marketing planning strategies with an ability to interpret audience research data.
5. Highly developed ability to establish and maintain positive strategic partnerships with internal and external stakeholders.
6. Proven highly developed organisational and leadership skills in communication, planning, organization, and performance evaluation. Ability to collaborate effectively at all levels, promote ideas, manage change, and drive a positive team culture.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **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.

9. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.



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