



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	AUDIO PROMOS SCHEDULER
Position no:	50056608 BACKFILL
Team:	[Audiences]
Department:	Media Inventory
Location:	Ultimo
Reports to:	INVENTORY MANAGER 50046759
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 45]
HR Endorsement:	2/10/2024

Purpose

Implement focused promotion plans and schedules across ABC audio networks and TV to contribute to audience growth targets. Providing operational support and expertise to increase the utilisation of owned media across radio & TV.

Key Accountabilities

- Under general direction, coordinate and prepare audio promotion schedules based on audience data and ensure delivery of schedules in an accurate and timely manner through the usage of inventory planning software, which includes:
 - Issue relevant schedule amendments and changes whilst ensuring data flow to relevant parties.
 - Use the scheduling software system to undertake moderately complex entry duties.
 - Coordinate and schedule TV promotion campaigns whilst ensuring delivery of campaigns in an accurate and timely manner
- Monitor, identify and recommend missing materials and assist the Broadcast Inventory Manager regarding inventory management.
- Collaborate with relevant distribution teams to deliver channel schedules as planned in line with prioritisation frameworks to ensure effective planning for all channels.

- Collaborate with internal and external operational teams to assist with planned improvements to workflow and software to increase radio promotion effectiveness and efficiency.
- Respond to moderately complex scheduling queries from within the wider Radio, TV distribution and audiences' team; and escalate as required.
- Assist in the preparation of post campaign reporting on overall performance of owned asset inventory through the delivery of usage and payout.
- 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 equivalent accomplished skills, knowledge and experience.
2. Demonstrated accomplished experience using broadcast management software in either TV or Radio, as well as syndicated media tools. Experience with L&J Fusion software (eRAM) is desirable.
3. Accomplished understanding of audience data, research and analytics particularly in relation to Radio, including (but not limited to) an understanding of the media planning principles of reach, frequency, impacts and target audiences.
4. Strong communication skills with the ability to communicate both verbally and in writing in a clear and concise manner.
5. Strong organisational and time management skills with demonstrated ability to provide effective operational support.
6. Demonstrated ability to be proactive and willingness to help the team achieve its overall goals as well as establish and maintain positive and effective working relationships within and externally to the ABC.
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:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

