



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	VIDEO EDITOR & PRODUCER
Position no:	50069556
Team:	[Strategy]
Department:	International Services
Location:	Southbank
Reports to:	DIGITAL CONTENT MANAGER 50052264
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	6/09/2024

Purpose

Plan, source and produce video content to reach and engage new and existing international digital audiences across the Indo-Pacific region in line with the ABC's International Strategy.

Key Accountabilities

- Under broad direction of the Digital Content Manager International Strategy, Develop, edit, and produce high-quality video content that aligns with ABC's international audiences with a focus on digital and social platforms
- Liaise with content creators, producers, and other team members to conceptualize and execute video projects, ensuring a cohesive and creative output.
- Incorporate motion graphics and visual effects to enhance storytelling and create visually compelling content that captures and retains audience attention.
- Adapt and optimize video content for distribution across multiple platforms, including social media, websites, and video-on-demand services, to maximize reach and engagement.
- Drive and contribute to the ongoing development video guidelines and information sharing and keep up with best practice in the industry.
- Develop effective working relationships and work collaboratively with other content makers in the 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 their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors, and Other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge, and experience.
2. Highly advanced skills in video editing software such as Adobe Premiere Pro, Final Cut Pro, or similar tools, with a proven track record of producing high-quality video content for various platforms.
3. Demonstrated ability to conceptualize, plan, and execute engaging and original video content that aligns with brand strategy and audience interests while exercising sound editorial judgment.
4. Extensive ability to produce / incorporate motion graphics and visual effects to enhance storytelling and create visually compelling content that captures and retains audience attention.
5. Highly advanced editorial skills and the ability to source and analyse information and exercise sound editorial judgement.
6. Demonstrated interest in and understanding of ABC International audiences and issues affecting the Indo Pacific region.
7. Significant experience capturing high-quality video and photographic content using professional cameras and equipment.
8. Experience and specialist knowledge in using image editing software for creative social content making, such as Canva or the Adobe creative suite.
9. Excellent communication and interpersonal skills, with proven ability to foster an open and collaborative approach to work, while balancing multiple priorities.
10. 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.
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.

