



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	LEAD, VERTICAL VIDEO
Position no:	50065774
Team:	[News]
Department:	Vertical Video
Location:	Flexible
Reports to:	MANAGER SOCIAL MEDIA 50046512
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	9/12/2022

Purpose

Contribute to rapidly increasing the ABC's reach and value with audiences aged 18–29, through the delivery of the ABC Shorts project, which will focus on quickly scaling content and experimentation on TikTok and other 3rd party vertical video platforms. Specifically, driving the growth of vertical video content creation, distribution, and audience discovery by leading the ABC News TikTok team.

Key Accountabilities

- Develop and implement News vertical video projects to drive audience awareness, acquisition, retention, and migration across key ABC strategic priorities.
- Work with ABC teams to develop, produce and distribute best practice vertical video content for emerging platforms, including TikTok, Instagram Reels, YouTube Shorts and more.
- Lead a program of work focused on improving vertical video content on the ABC's social media platforms, including developing and implementing training sessions, creating workflow guides and reporting on progress.
- Regularly monitor, analyse and report on social analytics to improve content, increase engagement, and better serve the audience.
- Leverage an understanding of social media content creation and distribution to support ABC Content, Distribution and Audiences teams. Create a collaborative sharing environment across the content teams to achieve increases in appropriate cross publishing of content.

- Plan, implement and evaluate new social media channels and formats to broaden the appeal and accessibility of ABC content across current and emerging social media platforms.
- Develop and maintain effective relationships with internal and external stakeholders, including the Social Leadership team, to enable the effective implementation of the pan-ABC social media strategy.
- Lead, mentor, coach and develop staff to enhance output and improve skills, including liaising with relevant ABC content areas to ensure effective social media output and regularly communicating with ABC staff regarding social media best practice and platform/product updates.
- As required, provide community management and moderation support to the ABC Shorts initiatives
- Maintain a highly advanced awareness of industry developments, platform news, and audience trends; including vertical video production and reporting methods; as well as an understanding of specific risks on emerging platforms, including copyright, moderation, child safety, and brand safety.
- 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 equivalent highly advanced skills, knowledge, and experience.
2. Excellent understanding of vertical video, emerging social media trends and the ability to spot opportunities for ABC News to grow its third-party reach.
3. Experience leading and influencing teams across digital and social media platforms; and demonstrated deep understanding of relevant new technology and trends in production.
4. Demonstrated significant experience developing and implementing social media content and engagement strategies. Ability to use analytics to hone the approach to content creation on social media platforms to continually improve performance.
5. Highly advanced skills in stakeholder and project management, with the ability to build strategic internal and external relationships and negotiate and influence stakeholders effectively to achieve business objectives
6. Proven ability to exercise substantial editorial and creative autonomy and judgement.
7. Demonstrated ability to think strategically to identify opportunity areas in social media for the ABC, and execute plans to capitalise on those opportunities, in collaboration with counterparts from across the ABC.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.

10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
11. 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.



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