



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	PLATFORM AND METADATA COORDINATOR
Position no:	50069683
Team:	[Content]
Department:	Programming, Acquisitions & Streaming
Location:	Ultimo
Reports to:	SENIOR PLATFORM AND METADATA MANAGER 50047027
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 4]
HR Endorsement:	11/10/2024

Purpose

Support the strategy implementation of the Platform & Metadata team regarding metadata entry, content discovery and search optimisation, for personalised audience experience in ABC iview and owned and third-party products.

Key Accountabilities

- Under routine direction of the Senior Platform & Metadata Manger, support content discovery in ABC iview, and owned and third-party EPGs and streaming services.
- Ensure timely and accurate entry of metadata, including keywords/search terms and participants, designed to optimise content discovery across platforms.
- Assist in the implementation of content discovery strategies and design for specific audience demographics and interest groups.
- Offer pro-active assistance and support to senior members of the Streaming team, providing focus on all aspects of content discovery for priority programs and initiatives.
- Prepare routine reports and insights on performance and impact of content discovery activities.
- Foster positive and productive relationships with internal and external stakeholders, including content makers and product and technology partners.

- 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 qualification, or demonstrated equivalent skills, knowledge and experience.
2. Proven experience and demonstrated proficient skills in online publishing and content distribution, with particular focus on metadata.
3. Proficient time management skills with the ability to plan and prioritise tasks and work across multiple projects with attention to detail and meeting deadlines.
4. Demonstrated proficient ability to engage with stakeholders at various levels, and to present and discuss materials with confidence.
5. Sound understanding and knowledge of the streaming television landscape, including audience trends and industry developments.
6. Demonstrated sound understanding of ABC iview products, ABC content and audiences.
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.



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