



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DISTRIBUTION & SOCIAL MEDIA PRODUCER
Position no:	50062498
Team:	[News]
Department:	Social Media Lead 2
Location:	Various
Reports to:	SOCIAL MEDIA LEAD 50038677
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5]
HR Endorsement:	29/10/2024

Purpose

Create and distribute engaging content to increase reach and foster loyal audiences around ABC News' brands on Facebook, Instagram, and other 3rd party platforms, all in line with News' objectives and content strategy.

Key Accountabilities

- Under the general to limited direction of the Social Media Lead, create best practice content for multiple social media platforms that reach new audiences and deepen digital engagement with ABC News and related products.
- Identify, develop, and drive distribution opportunities for ABC content on all relevant social media touchpoints in the most meaningful way.
- Measure and report online performance analytics and leverage and share this data to grow audience and engagement, and referral traffic.
- Provide moderation support and community management, facilitating effective audience conversations across a 7-day roster.
- Communicate effectively with senior editorial staff and stakeholders.
- Generate stories that are relevant to a broad section of Australians and reflect the cultural, geographic and socio-economic diversity of the country.

- Maintain an advanced awareness of industry developments, platform news, and audience trends; as well as an understanding of specific risks on emerging platforms, including copyright, moderation, child safety, and brand safety.
- Actively engage with communities in Australia's outer suburbs 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 demonstrated equivalent skills, knowledge, and experience.
2. Advanced understanding of major social media platforms, current and emerging social media trends and the ability to spot opportunities for the ABC to grow its third-party reach.
3. Accomplished experience in implementing social media content and engagement strategies.
4. Advanced editorial skills including the ability to source and analyse information and exercise sound judgement, including copyright and legal issues knowledge with support.
5. Proficiency in image-editing software, such as Canva, Khoros or other social media scheduling software.
6. Strong problem-solving and organisational skills with the ability to work under pressure and tight deadlines when needed.
7. Strong interpersonal and communication (written and verbal) skills with the ability to present ideas and information clearly, and work with multiple teams with diverse ideas and business objectives.
8. Proven ability to network and work collaboratively with staff both in person and remotely.
9. 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.
10. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
11. A proven ability to source and maintain contacts across the broader Australian community.
12. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
13. **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.
14. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

