



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	DIGITAL PRODUCER
Position no:	50062828
Team:	[Entertainment & Specialist]
Department:	Children's
Location:	Ultimo
Reports to:	SERIES PRODUCER 50000276
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 5-6]
HR Endorsement:	24/11/2021

Purpose

To produce key VOD content for ABC's new digital gaming channels. To research, script, shoot and edit gaming-centric digital video and social media content relevant to teens and tweens. To develop and implement digital content strategies and devise moderation plans appropriate for this audience.

Key Accountabilities

- Work collaboratively with the Gaming team to produce short-form video content for the ABC's gaming channels on YouTube, TikTok. and other social platforms.
- Research plan and write engaging content guided by gaming and social media trends to build subscribers and expand reach on these channels.
- Optimise SEO around key VOD series. Develop rollout strategies that support branding and scheduling requirements.
- Initiate and moderate audience engagement.
- Regularly monitor, analyse, and report on social analytics to improve content, further content reach, and better serve the audience.
- Feedback insights into content strategies and emerging trends of platforms such as YouTube and TikTok, and pitch future content ideas.
- 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. Experience creating original video content for websites and social media platforms.
2. Advanced video editing and graphic design skills.
3. Proven experience building an audience on social media. Demonstrated understanding of social and web analytics.
4. Awareness of trends and conventions of social media. Ability to communicate authentically with social media audiences.
5. Experience writing for both adult and young audiences.
6. Extensive planning and organisational skills with a knowledge of content licensing considered an advantage.
7. Advanced communication skills, both written and verbal.
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.
12. A current working with children/police clearance and ongoing renewal/maintenance of this clearance in accordance with relevant legislation.



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