



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	VIDEO LEAD, DISTRIBUTION & STRATEGY
Position no:	50041678
Team:	[News, Analysis, Investigations]
Department:	Investigations & In-Depth
Location:	Ultimo
Reports to:	EDITOR, INNOVATIVE STORY TELLING 50050417
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	17/05/2023

Purpose

Lead the distribution strategy for video output for 7.30, Australian Story, Four Corners, Foreign Correspondent, Q&A and other long form video content for ABC owned and third-party platforms.

Key Accountabilities

- Develop a long-range content plan for Current Affairs video content on iView and ABC News Digital, surfacing and curating the breadth and depth of video content generated by and sourced from internal program teams.
- Work with key stakeholders across News, Distribution, Commercial and E&S on strategy and distribution. Work closely with the programs on video content and story coverage plans including social platforms with a particular focus on iView and YouTube.
- Contribute to an environment of continuous experimentation and improvement, sharing information with stakeholders on video content best practise, success measures, issues, and audience or organisational needs related to ABC News video content.
- For non-broadcast video content, ensure all content for distribution has the necessary rights clearances in accordance with the ABC's standard rights information, liaising with ABC Rights Management and Business Affairs for advice and additional clearances.

- Contribute to the shaping of the current and future audience experience with Current Affairs content, within ABC online, iview, ABC NOW, ABC News on YouTube and social platforms. Ensure best-practise metadata, and support for systems providing schedules, guides and search.
- Along with Executive Producers, manage video staff and training as required.
- 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 in Australia's outer suburbs to find and tell stories that are relevant for them and in line with the News strategy, "More Relevant to More Australians".
- 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. Highly advanced experience as a digital journalist or content maker, with a exceptional understanding of broadcast and digital content workflows, and a substantial editorial background. Experience in leading broadcast program transition to BVOD focus.
2. Demonstrated high level ability to positively engage, influence and negotiate with stakeholders at various levels. Creative and methodical, with an approach and work style that fosters a positive and collaborative environment.
3. Highly advanced skills in online publishing, video editing, social media content creation and distribution. Demonstrated specialist skills in reaching and engaging audiences via social platforms, and community management.
4. Broad and specialist working knowledge of online publishing tools, video and image production software, and analytics tools. A substantial understanding of the various ABC News and iview touchpoints, content and audience, and audience trends and developments.
5. Significant and highly developed people management skills, with proven experience providing training and mentoring to staff.
6. 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.
7. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
8. A proven ability to source and maintain contacts across the broader Australian community.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **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.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



www.abc.net.au/careers