



## POSITION DESCRIPTION

Position Title	SOCIAL MEDIA AND DIGITAL PRODUCER	Position No.	50049082
Team	[Regional & Local]	Classification	[Content Maker]
Department	Screen, Sport & Events	Schedule Roster Cycle	[Schedule A] [2 Week Rostered]
Location	Sydney, Melbourne or Brisbane	Band / Level	[Band 6]
Reports to	MANAGER, SCREEN CONTENT 50051277	HR Endorsement	16/04/2021
Purpose			

Plan, create and distribute social media and digital content for Screen, Sport & Events that aligns with ABC strategy and Regional & Local objectives.

### Key Accountabilities

- Under limited direction of the Manager Screen Content, relevant Executive Producers and in collaboration with colleagues, create and distribute social media and digital content that aligns with the objectives of Screen, Sport & Events.
- Identify target audience segments for stories and develop and execute social media plans to achieve strong reach and engagement with audiences.
- Contribute regularly to planning and commissioning processes to develop and distribute new content ideas.
- Collaborate with other Regional & Local and ABC content teams to ensure the effective production and distribution of social media content.
- Identify and manage stakeholder relationships to increase the reach and engagement of social content and campaigns.
- Monitor, analyse and regularly report on user data and audience metrics from social media tools to inform on key wins and learnings following campaigns to assess performance and inform future decisions around content creation, engagement, and audience growth.
- Develop social media understanding and skills of content teams by delivering regular updates on best practices in social media use, tools, and industry developments in collaboration with the Audiences team.
- Work independently in specialist areas, accessing a wide range of resources/contacts.
- 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 and experience.
2. Proven experience creating content in a digital media environment, with strong technical understanding of digital media platforms and the development of web applications.
3. Advanced ability to use social media and social media analytics to discover, create, share and improve editorial content, leading to greater audience engagement.
4. Considerable understanding of factual screen content across multiple platforms in the context of audience engagement.





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5. Accomplished editorial skills including the ability to source and analyse information and exercise sound judgement.
6. Demonstrated experience in working with content management systems, social media platforms and image/video editing software.
7. Efficient use of technology and application, including accuracy of input and interpretation of information on computer applications and ABC systems.
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.