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| Position Title | Head Content Curation & Platforms | Position No. | [Position No.] |
| Team | Regional & Local | Classification | Senior Executive |
| Department | Content & Curation Platforms | Schedule Roster Cycle | Executive Executive |
| Location | ULTIMO | Band / Level | EL 3 |
| Reports to | Director, Regional & Local 30006633 | HR Endorsement | 7/07/2020 |
| Purpose | | | |

Drive the development, implementation and review of Regional & Local's content curation and engagement strategy across all platforms ensuring alignment with the ABCs strategic plan and objectives.

Key Accountabilities

- Drive a performance based and outcomes focused strategic process for R&Ls content curation and engagement across all platforms that aligns with the ABCs strategic plan, objectives and KPIs.
- In collaboration with colleagues across the ABC, oversee the development and implementation of an audio strategy that evolves the ABC's audio content offering for its audiences across multiple platforms.
- Oversee the development and implementation of Regional & Local's content curation and distribution strategies and plans for digital and social content, ensuring alignment with, and achievement of, the ABCs audience KPIs.
- Collaborate closely with the ABC's Product & Content Technology division and represent R&L's strategic objectives to progress product development, transformational technology projects and to inform technology and transmission strategies.
- Lead the process of monitoring, reviewing and reporting of Regional & Local's content delivery and engagement across multiple platforms in consultation with the ABCs Audience Data & Insights team.
- Oversee the delivery of content quality support to all teams in Regional & Local, to drive audience engagement and reach new audiences.
- Oversee planning and operations, including business continuity and contingency planning, to support all teams across Regional & Local in the achievement of their strategic objectives and KPIs.
- Participate on ABC wide working groups and committees to ensure strategic decisions enable Regional & Local to achieve its content curation and engagement objectives.
- Provide leadership and direction to teams to ensure a shared understanding and commitment to team objectives.
- Implement and monitor budgets as required to ensure efficient use of resources and achievement of ABC objectives.
- Keep up to date with industry trends and developments and identify and develop opportunities that will benefit Regional & Local's content offering to audiences.
- 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 in media/business/content management or a related discipline.
2. Demonstrated significant experience working in a complex, multi-platform media organisation at a senior level.
3. A strategic thinker with experience in the development, implementation and review of content strategies across multiple platforms that involves engagement with various stakeholders across a large organisation.
4. Significant understanding of the media landscape to inform, shape and deliver content curation and audience engagement initiatives and plans to achieve strategic objectives and KPIs.
5. Demonstrated experience in leading large multi-disciplinary teams, developing talent and a high-performance culture.
6. High level negotiation skills and experience in providing effective strategic advice at a senior level towards the achievement of organisational objectives.
7. Demonstrated experience in managing substantial budgets and complex processes involving multiple stakeholders.
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:** Experience in building an inclusive and supportive culture where diversity is valued.