



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SOCIAL CONTENT LEAD
Position no:	50018127 BACKFILL
Team:	[Content]
Department:	Digital Content & Innovation
Location:	Flexible
Reports to:	MANAGER SOCIAL MEDIA 50036956
Classification:	Content Maker
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 8]
HR Endorsement:	20/08/2024

## Purpose

Drive social content strategy and operations to deepen community engagement, awareness, reach and referral for key ABC programs, products and platforms that aligns with ABC strategy, 5 year plan and divisional objectives.

## Key Accountabilities

- Work with the Manager, Social Media, the broader Content and Audiences teams and key stakeholders to develop, execute and maintain social strategies for ABC Content brands, programs and genres.
- Lead the development of social content for relevant broadcast commissions and social/digital-first initiatives.
- Oversee the day to day operations and content activities, including people management, for key brand accounts on social e.g. ABC iView, ABC Kids, ABC Listen.
- Lead the development of ideas and methods for the integration of social media content supporting TV broadcast and share these with program teams and assist in their development.
- Build and maintain collaborative working relationships with Content and program teams, Audiences and peers in other Divisions to improve operational systems and, more importantly, maximise Content amplification via ABC referral networks.

- Act as the point of referral for ABC Content social media planning, operations and reporting on social media.
- Apply social analytics to improve digital content, further content reach and better serve our audiences and grow communities of interest. Develop and share social analytics reports for ABC Content brands with key stakeholders to assist with content and platform strategy and awareness.
- Represent the Content Social team as required in internal and external partnership forums.
- Assess tools and systems to assist ABC Content social practitioners with their work. Liaise with relevant stakeholders to ensure continuous support and improvement of these tools/systems.
- Liaise with rights management teams to ensure restrictions are adhered to and accuracy is maintained.
- 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. Highly experienced working in the social/digital media environment, delivering or assisting with campaigns and/or products.
3. Extensive track record in social media use and management for brand and community building.
4. Extensive experience in using and interpreting data from social media reporting and analytics tools.
5. Demonstrated experience working with key social media platforms including, but not limited to, Facebook, Instagram, YouTube, TikTok etc. and strong knowledge of digital media industry developments and audience trends.
6. Experience leading teams or mentoring colleagues in social media and/or video production.
7. Demonstrated ability to manage projects, to work under pressure and to meet project deadlines.
8. Strong technical understanding of digital media platforms and the development of web applications.
9. Strong experience assisting with the development of digital strategy and the use of analytics and research to inform this work.
10. Demonstrated experience in creative/editorial marketing, including an understanding of how to effectively use social media networks in audience development and communication strategies.
11. Ability to demonstrate excellent interpersonal, problem-solving and written and verbal communication skills with the ability to present ideas and information clearly.
12. 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.
13. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
14. **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.

15. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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