



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	SUPERVISING PRODUCER
Position no:	30000328
Team:	[News]
Department:	News Qld
Location:	Brisbane
Reports to:	QUEENSLAND METRO EDITOR 30006465
Classification:	Content Maker
Schedule:	[Schedule B]
Roster cycle	[2 Week Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	8/12/2023

Purpose

Lead the Newsroom team in the production of innovative video content across multiple platforms, including the 7pm News Bulletin, with a focus on broadening audiences and providing depth and understanding through creative storytelling.

Key Accountabilities

- 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 to find and tell stories that are relevant for them and in line with the News strategy.
- Under broad direction, and in collaboration with the State Editor, Deputy State Editor and Newsroom Leadership team, commission and produce stories for video-on-demand and state and network bulletins.
- Lead video coverage for digital, mobile and TV platforms, through an innovative approach to storytelling, utilising different newsgathering, scripting and editing techniques.
- Actively anticipate on national coverage requirements by overseeing major events and engaging with relevant stakeholders, including Regional bureaus to ensure output of high quality video content.

- Oversee the editorial processes to ensure newsroom video output meets ABC Editorial Policy and community expectations.
- Apply creative production skills to build depth and understanding for audiences and use live production skills to manage key broadcast, digital and mobile output. Demonstrate creative use of user-generated content to tell stories in innovative ways.
- Formulate editorial approaches to help broaden and diversify audiences engagement, and identify ways to extend community reach.
- Develop collaborative working relationships with Regional bureaus to deliver strong local content and achieve shared strategic goals.
- Collaborate with the State Editor and Deputy Editor to implement content strategies and initiatives in line with ABC's strategic direction.
- Lead, manage and develop content-makers to achieve high standards of journalistic and production craft.
- Develop and maintain high-level understanding of news production systems, leading efforts to explore new ways of producing and presenting news content, and contributing to a culture of excellence.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors, and Other Officers.

Key Capabilities/Qualifications/Experience

1. A demonstrated and ongoing interest and passion in finding and telling stories that reflect Australia's diversity.
2. A proven ability to source and maintain contacts across the broader Australian community.
3. Tertiary qualifications in a relevant discipline, or significant equivalent skills, knowledge, and experience, with strong understanding of issues that affect and interest the target audience.
4. Demonstrated substantial editorial leadership and judgement with the ability to successfully lead high-performing teams and guide others in a fast-paced newsroom environment with continuous deadlines.
5. Highly advanced knowledge of news production in a multi-platform environment, including producing and commissioning video content for digital, mobile, and broadcast platforms, as well as methods of content distribution and audience engagement.
6. Demonstrated experience and understanding of digital media with demonstrated success in managing live digital media, mobile and broadcast production.
7. Experience and understanding in using audience data for insights and the latest trends in audience behaviour to drive editorial decision-making processes as well as to influence content creation on multiple platforms.
8. Demonstrated high-level awareness of and ability to successfully apply audience, digital, mobile, and social media trends and their influence on News consumption and delivery.
9. Highly advanced media production skills with demonstrated success in creatively driving cross-platform production in a daily news environment.
10. Highly advanced communication, interpersonal, organisational and problem-solving skills to operate effectively in a busy newsroom environment.

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. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
13. **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.
14. **Diversity and Inclusion:** Experience in building an inclusive and supportive culture where diversity is valued.



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