



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	PRESENTATION PLANNER
Position no:	50031993
Team:	[Entertainment & Specialist]
Department:	Content Curation & Distribution
Location:	Ultimo
Reports to:	PRESENTATION MANAGER 50036174
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 5]
HR Endorsement:	21/07/2022

Purpose

Scheduling of interstitial content and the completion of broadcast ready schedules in line with the marketing, editorial and operational requirements of ABC Television.

Key Accountabilities

- Apply the principles of media planning, marketing and TV presentation to schedule effective, entertaining, and editorially sound junctions within ABC broadcast schedules. Ensure final schedules are ready for broadcast and meet all completion and delivery deadlines.
- Ensure familiarity with upcoming programming and the distribution goals for the channel, and proactively participate in the development of promotional plans ensuring divisional and cross promotion objectives are met. Review audience research information for both pre and post broadcast as required.
- Manage and execute the presentation planning for ABC News. Manage the presentation of breaking news scenarios on ABC News (as required) across all states (independently of each other), creating an audience focused experience while enabling fast, accurate and varied content offerings across both linear and digital. Plan and communicate the needs of the schedule to the Presentation Manager, programming team and the Media Strategy team.
- Execute the pre-roll placement of promos for ABC iView.
- Evaluate forward planning schedules to ensure accuracy in billed timings. Ensure all completed schedules satisfy Broadcast Operations Playout requirements. Oversee the post TX reconciliation process.
- Coordinate as-run and reconciliation process.

- Under general direction identify and/or resolve basic transmission queries and problems relating to TV Presentation Planning.
- Provide on call TV Presentation support out of hours as rostered and required.
- Provide administrative and logistical support to the Presentation Planning Managers. Provide training and basic supervision of junior team members assisting in the scheduling and as- run of presentation material.
- Attend meetings as required and act as primary point of contact for ABC Presentation queries.
- Conduct other research or project work as required.
- 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. Experience in a multi-channel broadcast media environment with knowledge of media planning, presentation, programming and marketing
2. An ability to plan presentation content to engage, inform and retain audiences.
3. Demonstrated knowledge and understanding of the ABC Editorial Policies.
4. A good understanding of broadcast operations requirements and distribution methodologies, as well as a knowledge of schedule reconciliation practices.
5. Accomplished knowledge of media and marketing planning strategies, with an ability to interpret audience research data, conduct research and prepare reports.
6. Demonstrated ability to maintain a high degree of accuracy. A proven track record of attention to detail.
7. Ability to work effectively under pressure in a deadline driven environment
8. Ability to anticipate problems, look for alternatives and take initiative to implement appropriate action
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.



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