



Social Media Producer - Darwin

- Be a part of Australia's independent national broadcaster
- \$73K - \$87K p.a. + choice of 15.4% super
- Darwin, Convenient CBD location in the heart of Darwin
- Working in isolated locations attracts allowances above the base salary rate

About the Role

- ABC Darwin is looking for a Social Media Producer to provide specialised advice and assistance on building innovative, informative and original social media content. In this rewarding and dynamic role, you will work to devise, plan and craft relatable media content that extends our audience reach.
- As Social Media Producer you will be responsible for:
- Providing training and support to ABC staff to deliver best practice on social media, including Facebook, Twitter, Instagram and Spredfast
- Providing strategic advice to grow ABC Darwin's social media audience and deliver highly engaging content for special events and campaigns.
- Identifying, developing and facilitating external content sharing relationships and requests

About You

You've got a strong knowledge of key social media platforms, trends and have demonstrated experience in crafting original and contemporary social media content. You get what it means to be an audience-focussed brand custodian.

You'll also possess the following skills and experience.

- Savvy with various social media tools and platforms, including Facebook, Twitter, Instagram and Spredfast
- Advanced editorial skill and demonstrated understanding of user behaviour
- Ability to collect and interpret data to continually improve audience engagement
- Dedication to find and break unique stories that resonate with the local community

For an overview of the role, please refer to the position description: **PD Social Media Producer Darwin.docx** which can be found in the position on our website.

Applications MUST be uploaded via the on-line portal at abc.net.au/careers

For further information contact Cherie Beach, Content Director, Darwin on (08) 8943 3242

Applications Close: 23 April 2018

Recruitment Agency applications will not be accepted

The ABC strives for equity and diversity in the workplace, and to promote a culture of opportunity. Through its services the ABC seeks to represent, connect and engage with all of the Australian community. In line with our focus on diversity, applications are strongly encouraged from Indigenous Australians, people from a range of cultural and linguistic backgrounds and people with disabilities. The ABC also aims to achieve a gender-balanced workforce.

ABC JOB LINK

CLICK FOR FURTHER INFORMATION AND TO APPLY