



ABC Careers

Newsletter Producer

Job no: 501487

Work type: Contract Full Time

Location: Various

Categories: Marketing/Communications, Journalism/Content Making, Social Media/ Digital, Production/Content, Digital/Product Specialists

- **Location - Negotiable**
- **12 Month (full-time) Fixed Term Contract**
- **Salary \$77K - \$83K + Choice of 15.4% superannuation**
- **Build strong engagement with local audiences**

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, people with disability and LGBTIQ+ individuals. The ABC also aims to achieve a gender-balanced workforce.

For more information on inclusive employee networks within the ABC please refer to ABC LinkedIn and Life Page

About the Role

This newly created role will support the production of high quality, local newsletters in regional Australia and help to increase subscriber numbers. You will collaborate with content teams across a number of regional ABC offices to increase engagement and foster loyal audiences for locally relevant content and stories distributed by email. Under the broad direction of the Regional & Local Digital Product Lead, the successful candidate will;

- Sub-edit, polish and distribute newsletter content to reflect best practice
- Distribute regional newsletters in Salesforce ensuring quality standards and content briefs are met.
- Train, mentor and build skill within dispersed content teams.
- Measure and report newsletter performance analytics, sharing and leveraging the results and subscriber feedback to grow audience and engagement.

There is flexibility in relation to where this role can be located however some regional sites may be at full capacity.

About You

You will be an innovator, a self-starter, a team player, a good communicator and have a positive approach to embracing new ideas, offering effective feedback and spreading knowledge. Your experience and skills will include;

- Experience in digital content production and/ or digital content creation with demonstrated experience in writing, sub-editing and stylistic layout for digital audiences.
- Demonstrated experience in applying sound editorial judgement and ability to meet tight publishing deadlines.
- High-level organisational and time management skills and ability to work efficiently with remote teams.
- Passion for telling stories of regional life in Australia is essential.
- Experience with or interest in email newsletters.

About ABC Regional & Local

The ABC's Regional & Local team is all about Australian communities and their conversations. Our teams create unique and distinctive content that connect communities and shape lives in metropolitan, regional and remote Australia. From our eight capital city radio stations, our forty four regional bureaux, through to screen, live events and sport, Regional & Local is about real people, real places and real life.

For further details on the role and requirements, please refer to the full position at www.abc.net.au/careers

For further information on this position please contact Renee Dupreez, Digital Product Lead 0408 249 238.

We respectfully request that Recruitment Agencies do not submit applications for this position.

Applications close: 03 Mar 2021 11:55 PM AUS Eastern Daylight Time

**ABC
ON-LINE**