



ABC Careers



Social and Digital Producer

Job no: 501612

Work type: Ongoing Full Time

Location: Various

Categories: Journalism/Content Making, Social Media/ Digital, Production/Content

- **Permanent, full-time position**
- **Location Negotiable - Sydney, Melbourne or Brisbane**
- **\$77K - \$92K plus 15.4% nominated super**

This vacancy is open only to Aboriginal and Torres Strait Islander applicants, reflecting our commitment to the ABC's Reconciliation Action Plan, ABC Diversity and Inclusion Plan 2019 - 2022 and the Equal Employment Opportunity (Commonwealth Authorities) Act 1987.

About the Role

This permanent full-time position will see you responsible for planning, creating and distributing social media and digital content for Screen, Sport & Events. You'll identify target audience segments for stories and develop and execute social media plans to achieve strong reach and engagement with audiences.

You'll also collaborate with other ABC content teams to ensure the effective production and distribution of social media content, as well as develop and share regular updates on best practices in social media use, tools, and industry developments.

About You

You're fully immersed in the digital world with an advanced ability to use social media, including analytics to discover, create, share and improve editorial content, leading to greater audience engagement. You'll also have a love and appreciation of documentary and factual content, and an active interest in live broadcast and events coverage in the context of audience engagement.

About Screen, Sports & Events

The Screen, Sport and Events team is responsible for some of the highest rating content on ABC platforms. Our biggest long running shows include Back Roads and Gardening Australia, as well as the award winning feature documentaries The Australian Dream and Freeman. We are also responsible for the ABC's New Year's Eve broadcast, the Dr Charles Perkins Oratorical, ANZAC Day and Australia Day Live. This position will report into the Screen team and will work on broadening the reach and engagement of Back Roads, and develop social media and digital strategies to support a busy slate of new documentaries and factual series. There is room in the role to work with the Events team as needs arise, to contribute to pan-ABC events like NAIDOC Week, and to take on a leadership role in promoting diversity in all our content.

Working at the ABC

The ABC is the nation's most trusted and independent source of Australian conversations, culture, and stories. With more than 4,000 employees from diverse backgrounds across more than 50 locations around Australia and overseas, we are proud to create, curate and deliver high-quality content that informs, educates and entertains Australian communities.

The ABC's a great place to work; we provide various opportunities for Indigenous staff, including attending the national Indigenous staff conference, activities during NAIDOC week, regular networking events and mentoring support.

You'll have a friendly and supportive environment to learn and grow in, with a vibrant, dynamic and cohesive team and a manager who will help you with any questions and give you regular opportunities to talk about your progress. You'll also have access to a network of Indigenous staff and support from the ABC's Lead, Indigenous Employment and Diversity.

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 Jo Chichester, Manager Screen Content via chichester.jo@abc.net.au

We are unable to accept email applications, please ensure you submit your application through our online portal.

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

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

Applications Close: 11:55 pm, Friday 14 May

**ABC
ON-LINE**