



POSITION DESCRIPTION AND SELECTION CRITERIA

Role Title:	Digital Producer		
Classification:	\$95,000 + super & salary packaging	Date Approved:	August 2026
Reports to:	Executive of Cultural Media & Innovation	Unit:	Cultural Media & Innovation
Award	Employment contract, Broadcasting, Recorded Entertainment and Cinemas Award [MA000091],		
Type	Full-time, ongoing		

ORGANISATIONAL CONTEXT

Imparja Television is a 100% Aboriginal-owned, independent and not-for-profit commercial television broadcaster based in Alice Springs. Established in 1987 and first going to air in January 1988, Imparja is one of Australia's original Aboriginal television broadcasters and has a proud history of creating opportunities for Aboriginal voices, stories and perspectives. Imparja operates 28 retransmission sites within the Remote Central and Eastern Australia licence area. Its broadcast footprint spans more than 3.6 million square kilometres across six states and territories, reaching more than 200 remote Aboriginal communities and an estimated daily audience of more than one million viewers across wider regional and remote Australia. Imparja also provides satellite capacity for 14 Aboriginal radio services through the Viewer Access Satellite Television service.

This role contributes to Imparja's Strategic Plan 2025–2030, supporting the organisation's growth, renewal and continued reach across regional and remote Australia.

PRIMARY PURPOSE AND FUNCTION OF THE ROLE

The **Digital Producer** is responsible for leading the day-to-day implementation of Imparja Television's Digital & Cultural Media Strategy. The role owns digital content planning, platform management, publishing, audience growth, analytics, optimisation and the development of a valuable evergreen content library.

This is a senior, hands-on editorial and production role. The Digital Producer develops and produces platform-native content while also building the systems, workflows, schedules and reporting disciplines required for Imparja to show up consistently across Facebook, Instagram, TikTok, YouTube and LinkedIn. The role works in close partnership with the Senior Producer and Videographer & Editor. The Senior Producer leads broader production operations and broadcast/commercial delivery, while the Digital Producer leads digital editorial planning, platform packaging, publishing, audience development and performance insight. Both roles work under the strategic and editorial direction of the Executive of Cultural Media & Innovation.

The Digital Producer ensures content reflects Imparja's values, Aboriginal editorial leadership, cultural integrity and community responsibilities. The role coordinates internal contributors, freelancers, creators, cultural advisors and partner content, and supports capability development across the wider team.

Identified Position

This is an Aboriginal and Torres Strait Islander Identified position. Under section 57 of the Anti-Discrimination Act 1992 (NT), targeted recruitment may be used as a special measure to promote equality of opportunity. Only Aboriginal and/or Torres Strait Islander applicants will be considered.

Strategic Context

The Digital Producer is a key Horizon 2 capability within Imparja's Digital & Cultural Media Strategy, moving Imparja from strategy and pilot activity into consistent, audience-focused delivery at scale. The role is central to reigniting local Aboriginal content creation, growing owned audiences, and building a content library that strengthens Imparja's position with communities, partners and commercial stakeholders.

PERFORMANCE INDICATOR	MEASUREMENT
Mission, Vision & Values Alignment Demonstrates Imparja's values in editorial decisions, relationships, content development and daily work.	Culturally respectful practice; constructive feedback from communities and stakeholders; compliance with approval pathways.
Strategy implementation Turns approved strategy into a functioning content and publishing engine.	Quarterly and monthly plans maintained; key content streams activated; delivery aligned to approved roadmap.
Publishing consistency Maintains a predictable platform-native publishing cadence across active channels.	Approved cadence met; minimal missed publishing windows; content pipeline visible and current.
Audience growth Builds owned audience across Facebook, Instagram, TikTok, YouTube and LinkedIn.	Progress against approved platform targets, currently 18,000 total owned audience by end Horizon 2; growth tracked monthly.
Engagement quality Improves meaningful interaction and viewing behaviour, not follower totals alone.	Watch time, retention, completion, shares, saves, comments and profile actions stable or improving.
Content library Builds a high-quality evergreen library across Imparja's content pillars.	Planned mini-documentaries, short-form series, event outputs, stills and corporate content delivered and archived.
Editorial and cultural quality Maintains accuracy, cultural integrity, appropriate permissions and high editorial standards.	Low incidence of corrections or avoidable risk; approvals documented; cultural protocols followed.
Analytics and optimization Uses evidence to improve formats, cadence and distribution.	Monthly report delivered; recommendations actioned; content tests documented; performance trends understood.



Key Responsibilities

Digital strategy and planning

- Translate the Digital & Cultural Media Strategy into quarterly, monthly and weekly delivery plans
- Maintain an always-on content slate balancing evergreen, event-led and partnership content
- Contribute to annual planning, budgeting and resourcing for digital content

Editorial and cultural integrity

- Apply sound editorial judgement to story selection, scripting and publishing
- Ensure Aboriginal content is developed with appropriate cultural permissions and protocols
- Escalate sensitive or high-risk content per Imparja's editorial sign-off framework

Content production

- Develop, shoot, edit and publish digital content end to end, from concept to release
- Package content produced by others, including titles, thumbnails, metadata and cutdowns
- Build repeatable content formats deliverable by a small team without compromising quality

Platform management and publishing

- Own day-to-day management of Facebook, Instagram, TikTok, YouTube and LinkedIn
- Manage channel administration, access, metadata and community moderation
- Monitor platform changes and recommend adjustments to Imparja's approach

Analytics and optimisation

- Report monthly on reach, engagement and audience growth
- Run content tests and optimise formats, cadence and distribution based on evidence

Partnerships and distribution

- Coordinate cross-promotion and distribution with Aboriginal broadcasters, creators and aligned partners
- Support content partnerships with government and commercial organisations
- Ensure partner-supplied content meets Imparja's editorial, cultural and rights requirements

Workflow and asset management

- Maintain accurate records for permissions, rights and usage conditions
- Work with production and engineering to ensure content is stored and delivered safely

Leadership and collaboration

- Provide functional leadership to freelancers and creators engaged on digital content
- Work with the Senior Producer and Videographer & Editor to align production and release priorities
- Support development of Aboriginal digital media capability through mentoring and training

Governance and safety

- Comply with editorial, privacy, copyright, WHS and broadcasting requirements
- Plan field and remote travel safely, including risk assessments and community protocols
- Maintain confidentiality across sensitive community, editorial and commercial information

Essential Experience & Certifications

- Minimum seven years' relevant experience in digital media, television, journalism, content production or a comparable creative environment, including substantial experience at senior producer, digital lead or editorial lead level.
- Strong storytelling and production capability, including demonstrated experience developing video and editorial content from concept, research and scripting through to editing, publishing and optimisation.
- Advanced editorial judgement and the ability to make sound decisions concerning accuracy, public interest, tone, risk, cultural context, audience and reputation.
- Demonstrated experience working respectfully and effectively with Aboriginal people, communities and organisations, with a strong understanding of cultural protocols, consultation, permissions and culturally appropriate storytelling.

- Demonstrated experience using analytics, audience insights and testing to improve content performance, publishing strategy and channel growth.
- Strong project management skills, including the ability to manage content calendars, budgets, contributors, competing priorities and multiple concurrent deadlines.
- Excellent written, verbal and interpersonal communication skills, including the ability to write strong scripts, captions, briefs, reports and stakeholder correspondence.
- Proven ability to coordinate and influence staff, freelancers, creators, contributors and partners in a collaborative environment.
- A proactive, self-directed and adaptable approach, with the ability to work independently while contributing positively to a small team undergoing transformation.
- Current Australian driver licence and a Working with Children Clearance (Ochre Card or equivalent), or the ability to obtain both.

Desirable Experience

- Experience in Aboriginal media, community media, regional broadcasting or remote-area production
- Experience with social media management, scheduling and reporting systems such as Sprout Social, Hootsuite or similar
- Skills in photography, Photoshop, Illustrator, After Effects, motion graphics or basic animation
- Experience commissioning, managing or integrating creator, influencer, freelancer or partner-supplied content
- Knowledge of broadcast workflows, branded content, commercial production or government communication campaigns
- Experience supervising, mentoring or developing the capability of emerging content staff
- Relevant tertiary qualifications in media, journalism, communications, digital production or a related field

Core Competencies

- **Accountability** takes ownership of scheduling accuracy and its downstream revenue, regulatory and reputational impact.
- **Adaptability** responds calmly and effectively to frequent late changes and competing demands.
- **Collaboration** builds effective working relationships with Sales, Programming, Logistics and external stakeholders.
- **Integrity** upholds compliance and regulatory standards consistently, even under time pressure.

Working Conditions

- **Location and travel:** The role is based at Imparja Television in Alice Springs and is primarily office-based. Regular local field work and occasional travel to remote communities, regional locations and events will be required.
- **Hours: A standard 38 hours week is the normal, however** the position may require early starts, evenings, weekends or public-holiday work during events, travel or time-sensitive publishing periods.
- **Physical demands:** The role may involve filming, driving, carrying production equipment, working outdoors and operating in hot, dusty or remote environments. Reasonable workplace adjustments will be considered.
- **Sensory and concentration demands:** The position requires sustained screen-based work, editing, analytics review, detailed quality control
- **Cultural and community responsibilities:** The role requires respectful conduct, discretion and flexibility when working with communities, cultural authorities, Elders, young people and participants in diverse settings.

Other Requirements

- Employment is subject to satisfactory reference and eligibility checks.
- The employee may be required to undertake other reasonable duties. This position description may be reviewed as Imparja's priorities evolve.