

Job Description

27 February 25



Agile Marketing Project Manager, SBS Marketing

Reports to: Head of Marketing Performance & Planning

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Agile Marketing PM is responsible for undertaking their work in a way that reflects SBS's Charter, Vision and Values and complies with relevant SBS policies, procedures and practices. At SBS, we expect you to be audience obsessed, be bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are all working together to fulfil SBS's purpose and create a more cohesive society.

Division Purpose – Marketing

Our Vision: *We are a brave and trusted team thinking differently to inspire audiences and our people to love the world of SBS.*

Our Purpose: *We make a difference by connecting Australians to the world of SBS.*

Role Purpose

The Agile Marketing PM works across all the departments within Marketing, acting as a project manager for special projects, facilitating workshops and regular planning & prioritisation rituals. Through their interactions with other teams they will also help embed and evolve our existing work practices through a thorough understanding of agile and a continuous improvement mindset.



Main Responsibilities

Main tasks of the role

- Agile Project Management for special projects & roadmaps
- Facilitation of workshops and planning rituals to support cross functional collaboration
- Support strategic planning & prioritisation, including triage of emergent requests
- Role model and help to embed agile mindset, with focus on continuous improvement

Previous Skills and Experience

Agile marketing experience

- Demonstrated experience working in agile project methodologies in large organisations, with the ability to guide and support cross functional teams made of multiple disciplines
- Ability to proactively seek-out and champion improvement opportunities to established ways of working and make specific changes to improve performance.
- Ability to foster strong, effective teamwork across various squads and teams

Project Management

- Demonstrated experience managing multiple concurrent projects, including the ability to support in the management of clearly defined schedules and priorities, plan and manage workload, and utilise systems to track progress.
- Strong outcomes focus and ability to work with the marketing leadership team to prioritise and manage work to consistently deliver to the needs of the business, our people, and audiences alike.
- Ability to optimise processes over time, working with teams to understand improvements which can then be scaled up, and shared across the department.

Relationship management

- Demonstrated ability to understand the individual needs of various groups, teams and stakeholders and provide tailored, transparent, and efficient facilitation of solutions.
- Strong management skills, including excellent interpersonal, communication, engagement, and negotiation skills with the ability to constructively manage issues and find innovative solutions to resolve problems
- Strong persuasion skills and ability to understand different personalities within a team and develop different approaches to create alignment.
- Strong written and verbal presentation skills, able to support in the development and tailoring of clear and compelling internal communications for internal audiences regardless of level.

Minimum requirements of the role (Insert e.g. years of experience; specialist qualifications/skills)

- Experience working with Agile methodology
- Marketing experience in an operational or project management role
- Media industry experience desirable but not essential
- Demonstrated ability to influence and implement change
- Strong communication and relationship management skills
- Highly organised

Key relationships with other roles and external stakeholders



- Marketing Leadership Team
- Teams within Marketing Division

Key Capability		
Capability	Level	Behaviour
<u>Coaching (for People Leaders only)</u>	Self	<ul style="list-style-type: none"> • Is self-aware and understands own barriers to learning • Shows willingness to overcome personal challenges to learning • Improves performance by applying new skills • Seeks regular feedback • Identifies performance barriers in peers • Applies active listening with patience and openness • Knows when and how to use open and closed questions • Exhibits a coaching style when working with others
<u>Collaboration</u>	Self	<ul style="list-style-type: none"> • Displays a genuine intention to work co-operatively with others • Offers to help others achieve common goals • Makes an effort to understand the goals of others • Shares all relevant or useful information
<u>Adaptability and Flexibility</u>	Self	<ul style="list-style-type: none"> • Smoothly handles multiple demands and shifting priorities • Deals with interruptions positively • Modifies approach to suit different people • Is open to different points of view • Copes with organisational change positively • Deals with a minimal degree of ambiguity in own role
<u>Customer Focus</u>	Self	<ul style="list-style-type: none"> • Follows through on customer/client inquiries, requests or complaints • Distributes useful and up to date information to the customer/client • Determines the needs of the customer/client through probing and listening • Provides friendly, helpful service to the customer/client • Makes sure there is a clear understanding of the customer/client's needs • Offers appropriate solutions to the customer/client • Prioritises work goals that impact the customer/client directly • Diffuses customer/client problems
<u>Innovation</u>	Self	<ul style="list-style-type: none"> • Generates original solutions to problems • Contributes to creative thinking and ideas • Makes suggestions to refine current processes and procedures to create optimum efficiency



		<ul style="list-style-type: none">• Participates in the implementation of new processes and procedures that improve current performance
<u>Results Focus</u>	Self	<ul style="list-style-type: none">• Drives to meet objectives and standards• Identifies alternative possibilities when faced with obstacles• Stays focused on tasks that require considerable effort• Completes tasks within designated timeframe despite obstacles• Perseveres with routine and repetitive tasks without sacrificing quality or excellence

Workplace Health & Safety

[For all non-supervisory levels]

In relation to Work Health & Safety, you must comply with your safety responsibilities as detailed in relevant Acts, Regulations, Standards, Codes of Practice and the SBS Safety Management System (SMS)

All workers are required to:

- Take reasonable care for own safety and safety of others
- Cooperate with policies and procedures and directions from management with regards to health and safety
- Where hazards are identified, report them to line manager and take corrective action where able
- Report all work related incidents to line manager within 24 hours of occurrence
- Ensure workers, visitors and clients are :
 - made aware of their WH&S responsibilities
 - have received adequate safety induction and other WH&S information, instruction and training to enable them to conduct their work safely
 - follow safe work practices

Workplace Health & Safety

[For Managers/Supervisors]

- Effectively promote and manage the work health and safety arrangements for the team as prescribed by the Health & Safety Management Arrangements.
 - Work Health & Safety Act (Cth) 2011
 - Work Health & Safety Act (Cth) Regulations 2011
 - WHS Hazardous Manual Tasks Code of Practice 2018
 - Work Health and Safety (How to Manage Work Health and Safety Risks) Code of Practice 2018
- Ensure employees are :
 - made aware of their WH&S responsibilities
 - have received adequate safety induction and other WH&S information, instruction and training to enable them to conduct their work safely
 - follow safe work practices
- Ensure the physical and psychological safety of the workplace under your control by:
 - ensuring regular workplace inspections are scheduled and conducted, involve the relevant HSR and recommendations made are actioned in a timely manner



- ensuring compliance with the relevant standards and legislation in relation to purchase and provision of accommodation, furniture and equipment
 - identifying changes in the workplace/processes that may affect safety and ensuring that any associated risks are identified, assessed and controlled
 - verifying the effectiveness of control measures at appropriate intervals including monitoring compliance with safe operating procedures, site induction requirements and Permits to Work; and
- Ensure all WH&S reporting is accurately completed and submitted within specified timeframes and any follow up actions are completed
 - Support/implement early intervention strategies and return to work programs.

Workplace Health & Safety

[For specific roles within Marketing]

The following positions are responsible for assessing /documenting WHS risk for SBS planned activities (productions or assignments) to identify and implement adequate controls to ensure the health and safety of workers involved:

- Production Coordinator
- Production Supervisor
- Social Content Editor