

Job Description

28 February 25



Senior Reporting Analyst Audience Data & Insights

Reports to: Content Reporting Lead

Direct reports to this position: "N/A"

SBS Values, Vision and Purpose

The Reporting Analyst 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 – AD&I

Paving the way for SBS's audience-led, data driven transformation, for the benefit of all Australians.

Role Purpose

Work closely with business stakeholders to craft and present insights when responding to briefs, creating compelling narratives from data that highlight the potential opportunities and impact.



Main Responsibilities

Main tasks of the role

Research and Insights

- Be the 'go to' person for equipping the business stakeholders with critical insights that drive informed decision-making
- Devise compelling arguments towards answering the 'Why SBS?' question. using tools like CMV, Adobe, TV and BVOD analytical tools
- Provide in-depth analysis and reports on key media performance metrics (reach, Audience, Share) for SBS, and helping to refine strategies and optimise potential market opportunities
- Respond to reactive briefs: Manage ad-hoc reporting requests and deliver timely responses to sales briefs
- Lead proactive initiatives to analyze changes in audience engagement and recommend actions to grow revenue while maintaining existing business requirements
- Develop and maintain reports and dashboards by gathering data from multiple sources, ensuring accuracy and consistency in reporting of key metrics
- Continuously evaluate and improve reporting processes and tools for efficiency and effectiveness
- Building and sustaining effective working relationships with internal and external stakeholders
- Provide training and support to users on how to access and interpret reports

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

- Demonstrated understanding of the rapidly evolving Australian media landscape. Ability to identify trends and changes and incorporate relevant information into audience reporting
- Proficiency in Microsoft Suite Products, especially Excel, and experience with relevant media analysis tools such as eTAM, eVOZ, Nielsen Consumer & Media View, Adobe Analytics, Kibana, Tableau / or equivalent
- Ability to compile responses at a cross-platform level (such as linear TV + online)
- Demonstrated experience in analysing and interpreting media research data to provide relevant sales responses
- Demonstrated ability to handle and prioritise multiple requests from a range of client areas and work under tight deadlines.
- Demonstrated experience in a similar Insights role, either within a media owner, supplier or agency environment
- Demonstrated ability to influence stakeholders at all level with meaningful data – with great storytelling skills
- Demonstrated high level attention to detail and accuracy in reporting
- Demonstrated passion for customer service
- Demonstrated passion and alignment with SBS purpose and values.

Financial accountability (Provide the budget/amount responsible for)

None

Key relationships with other roles and external stakeholders

- Media Sales
- AD&I



Key Capability		
Capability	Level	Behaviour
<u>Coaching</u> (People Leader Capability)	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
Collaboration	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
Communication	Self	<ul style="list-style-type: none">• Uses appropriate grammar• Uses appropriate vocabulary• Uses a suitable tone• Speaks at a suitable pace• Speaks clearly using minimal language• Changes language to suit audience• Provides full responses to questions• Provides accurate responses to questions
<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
Influence and Persuasion	Self	<ul style="list-style-type: none">• Uses reason, data, facts and figures to express ideas and opinions• Provides well-reasoned arguments• Presents features and benefits of an idea, plan, product or service• Is persuasive when required



		<ul style="list-style-type: none"> • Identifies points of agreement and/or disagreement • Clarifies understanding & seeks commitment • States own point of view whilst acknowledging & respecting the views of others
Planning and Organising	Self	<ul style="list-style-type: none"> • Plans and prioritises own tasks and activities • Establishes short-term plans • Organises resources and activities to meet short-term plans • Recognises the need for deadlines • Meets established deadlines

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.