

Job Description

18 March 25



Channel Team Lead, Media Planning and Analytics (MPA)

Reports to: Senior Manager, MPA

Direct reports to this position: MPA Schedulers

SBS Values, Vision and Purpose

The [Channel Team Lead, MPA](#) 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

As part of the SBS Marketing Department, the Channel Team Lead plays a key role in contributing to the delivery of SBS' distinctive content. The Channel Team Lead is responsible mainly from the day-to-day operations of the Channel Teams, representing MPA across the business through project work and assisting the Senior Manager as needed.



Main Responsibilities

Main tasks of the role

- Taking ownership of the operational requirements for the channel group, including rostering and team resource allocations;
- Supervising the schedulers in the channel teams in the team's day to day operations;
- Taking responsibility in managing the Channel Team, including regular catch-up meetings, training, coaching and mentoring; also sharing the responsibility of performance management with MPA Senior Manager;
- Preparing weekly program rundowns for SBS Channels as required;
- Liaising with Content, Sports, NACA and Sales Operations teams in relation to special events, break structures and breakaway programming requirements;
- Liaising with external production companies on Special Event requirements and SBS codes and charter;
- Liaising with Telstra Business Services (TBS) on issues relating to on-air operations;
- Being involved in the process review and improvement initiatives as led by the Senior Manager;
- Sharing responsibility of outside of BAU projects and other organisational initiatives including testing and implementation of upgraded or new technology and software;
- Reporting and following up on quarterly commercial breaches, liaising with the Policy and Regulatory Office, Managed Services and TBS;

Minimum requirements of the role

- An in-depth understanding of the processes within the Channel Team's operations;
- At least 5 years' experience in a media broadcast environment;
- A positive and can-do attitude;
- A willingness to take a more active leadership role in the MPA team.

Key relationships with other roles and external stakeholders

- TBS, Presentation and On-air Presentation and Services Manager
- SBS Managed Services
- Sales operations Team
- TVOC, Channel Manager and Program Scheduler



- Creative Team, Marketing



Key Capability		
Capability	Level	Behaviour
<u>Coaching</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 • 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



- | | | |
|--|--|--|
| | | <ul style="list-style-type: none">• Perseveres with routine and repetitive tasks without sacrificing quality or excellence |
|--|--|--|

Workplace Health & Safety

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

- 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

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