

# Job Description

21 March 25



## Social Content Producer Marketing

Reports to: Social Content Manager

Direct reports to this position: N/A

### SBS Values, Vision and Purpose

*The Social Content Producer 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 Social Media Team ensures that SBS's social media presence is best in class, distributing and designing the most distinctive digital content to drive consumption and reputation, building relationships with audiences and external partners to maximise value and opportunities for SBS, and providing guidance and hands-on support to our internal stakeholders.*



*The Social Content Producer is a key driver of SBS's social media excellence, producing distinctive and impactful content that elevates the brand, engages diverse audiences, and cuts through a crowded digital landscape. This role is pivotal in shaping SBS's social strategy, fostering cross-functional collaboration, and guiding teams in creating social-first content that resonates deeply and builds affinity for the SBS brand. As a leader in social content, this role champions innovation, applies deep audience insights, and works strategically to enhance SBS's social presence across platforms.*

## **Main Responsibilities**

### **Main tasks of the role**

- **Social Content Production:** Create compelling short and long-form video and visual content for SBS's social platforms. Conduct on-location shoots, manage interviews, and appear on camera as required to bring authentic, engaging stories to life.
- **Content Leadership & Innovation:** Develop, produce, and elevate the quality of SBS's social media content, inspiring innovation within the social team and supporting other departments in creating content that aligns with SBS's values and resonates with audiences.
- **Campaign management:** Take the lead on developing social content plans, managing stakeholder liaison, and overseeing rollout schedules for some small to mid-sized marketing campaigns.
- **Audience Engagement:** Utilise a deep understanding of SBS's brand strategy, and multicultural audiences to create and guide content that entertains, educates, and fosters community, building strong emotional connections that drive reach and brand loyalty.
- **Strategic Collaboration:** Work closely with internal and external partners to uncover new social content opportunities, advising on best practices, content trends, and audience insights to enhance SBS's reach and impact. Work collaboratively with other content producers and platform manager within the Social Team to produce best practice content and publishing outcomes.
- **Performance Analysis:** Interpret social media performance data to refine content strategies and drive continuous improvement, ensuring content effectiveness and alignment with SBS's goals.

### **Skills and qualifications:**

- **Creative Expertise:** Proficiency in Adobe Creative Cloud (particularly Premiere Pro) and Canva, with a strong understanding of design principles and experience in producing visually impactful content within a brand style and tone of voice.
- **Social Media Strategy:** Experience in social publishing, ideally with a strong working knowledge of YouTube, TikTok, and other key platforms. Familiarity with Australian media law, editorial standards, and creative rights management.
- **Excellent Communication Skills:** Outstanding written and verbal skills with high attention to detail, along with the ability to write clear and compelling scripts and briefs.
- **Time Management & Adaptability:** Strong organisational skills, with the ability to manage multiple projects, meet tight deadlines, and adapt to changing priorities.



- **Audience-Centric Storytelling:** Proven ability to find and tell unique, high-quality stories that align with the SBS Charter, demonstrating a commitment to inclusivity and representing diverse perspectives.

**Key relationships with other roles and external stakeholders**

- Head of Social, Social Content Manager, Senior Social Video Producer and the broader Social Team
- Key members of Group Marketing, Creative and Publicity teams, to ensure cohesive and impactful social content that supports network priorities.

Key Capability		
Capability	Level	Behaviour
<u>Collaboration</u>	Self	<ul style="list-style-type: none"> <li>• Displays a genuine intention to work co-operatively with others</li> <li>• Offers to help others achieve common goals</li> <li>• Makes an effort to understand the goals of others</li> <li>• Shares all relevant or useful information</li> </ul>
	Function	<ul style="list-style-type: none"> <li>• Draws all team members into active and enthusiastic participation</li> <li>• Ensures team members work towards common goals</li> <li>• Offers to help others achieve their goals where appropriate</li> <li>• Speaks of team members positively</li> <li>• Makes personal effort to treat all team members fairly</li> <li>• Publicly credits team members who have performed well</li> <li>• Genuinely values team members' input and expertise</li> <li>• Sets the example for team qualities, such as respect, helpfulness and co-operation</li> </ul>
<u>Adaptability and Flexibility</u>	Self	<ul style="list-style-type: none"> <li>• Smoothly handles multiple demands and shifting priorities</li> <li>• Deals with interruptions positively</li> <li>• Modifies approach to suit different people</li> <li>• Is open to different points of view</li> <li>• Copes with organisational change positively</li> <li>• Deals with a minimal degree of ambiguity in own role</li> </ul>
	Function	<ul style="list-style-type: none"> <li>• Adjusts approach to suit team/functional priorities</li> <li>• Does not lose sight of intended team/functional outcomes when circumstances shift</li> <li>• Encourages team to respect different points of view</li> <li>• Assists team members to understand and adapt to change</li> <li>• Manages a degree of ambiguity in the team/function</li> </ul>
<u>Innovation</u>	Self	<ul style="list-style-type: none"> <li>• Generates original solutions to problems</li> <li>• Contributes to creative thinking and ideas</li> </ul>



		<ul style="list-style-type: none"> <li>• Makes suggestions to refine current processes and procedures to create optimum efficiency</li> <li>• Participates in the implementation of new processes and procedures that improve current performance</li> </ul>
	Function	<ul style="list-style-type: none"> <li>• Encourages team/function to generate new and original ideas</li> <li>• Suggests modifications to processes and procedures to improve current performance</li> <li>• Offers original solutions that facilitate the achievement of team/functional goals</li> <li>• Considers new concepts as potential opportunities</li> <li>• Participates in ongoing activities/taskforces to develop creative initiatives</li> </ul>
<u>Results Focus</u>	Self	<ul style="list-style-type: none"> <li>• Drives to meet objectives and standards</li> <li>• Identifies alternative possibilities when faced with obstacles</li> <li>• Stays focused on tasks that require considerable effort</li> <li>• Completes tasks within designated timeframe despite obstacles</li> <li>• Perseveres with routine and repetitive tasks without sacrificing quality or excellence</li> </ul>
	Function	<ul style="list-style-type: none"> <li>• Encourages team members to make specific changes in work methods or practices to improve performance</li> <li>• Encourages team members to seek alternative possibilities when faced with obstacles</li> <li>• Ensures team members persevere with responsibilities to ensure project completion</li> <li>• Streamlines processes and procedures to ensure efficient outcomes</li> <li>• Strives to identify and minimise barriers to excellence</li> </ul>

## 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



**Special Broadcasting Service**

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