

# Job Description

21 May 25



## Programmatic Executive SBS Media

Reports to: Senior Programmatic Manager

Direct reports to this position: N/A

### SBS Values, Vision and Purpose

*The Programmatic Executive 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 – SBS Media

**Our Vision:** *We are the most loved and trusted media team, inspired by diversity to create extraordinary experiences.*

**Our Purpose:** *Giving a voice to brands in our diverse world.*

### Role Purpose

*It's an exciting time at SBS as digital audiences and consumption grows. The Media Sales team is busy harnessing this growth and need a Digital Campaign Manager to come and join the team of passionate, engaged and future-thinking people.*

*About the role*

*As part of the SBS Media team, the Programmatic Executive's role is designed to specialise in programmatic*



operations across SBS's Digital properties. The focus is on maximising revenue across SBS's O&O supply through programmatic partnerships and supply optimisation to support our national sales team to achieve overall revenue targets. This is accomplished through creating, maintaining and sustaining strategic partnerships with SSPs, DSP's, Ad Vendors, agency trading desks and advertising agencies. The position plays an integral role in driving and delivering revenue.

#### About you

The Programmatic Executive must be interested in digital and programmatic media, have a desire to work for the SBS brand, have proven customer service skills and a willingness to demonstrate a positive and enthusiastic attitude to build relationships within the sales team and with vendors.

Experience in digital ad operations, programmatic advertising, data or using digital advertising systems is highly desirable for this role. The ability to quickly learn technology, troubleshoot autonomously and manage relationships will also be favourable as well as some study in media, communications or advertising.

## Main Responsibilities

### Main tasks of the role

- Generate revenue for SBS through programmatic technology advances and yield optimisation
- Support the sales team on RFP's, presentations, responses to briefs and client deal negotiations
- Build relationships with DSP's, SSP's, Ad Vendors and Exchanges and understand the programmatic buying landscape. Ensure we are at the forefront of any product changes / opportunities. Ensure that the sales team and the business are updated on these potential opportunities once they are scoped out.
- Serve as the Programmatic trading expert assisting with clients, technology integration, insights and analysis and optimisation recommendations. Provide advice, support and consultancy to the sales team and their clients (advertisers / agencies) regarding technical issues on all programmatic campaigns/partnerships
- Manage the programmatic supply and demand flow for SBS inventory to increase revenue
- Address major process improvements, workflows, internal efficiency tools and product documentation, including brand safety.
- Scope and implement new programmatic media formats and technologies i.e. Header Bidding, Audio, Native, any Emerging Platforms and ensure SBS has the most efficient operational practices, sales rules, reporting and guidelines around programmatic advertising.
- Work alongside Senior Programmatic & Commercial Product Manager on the digital advertising technology roadmap development to build and drive programmatic and ad product strategy, capabilities and reporting visibility.
- Work towards automation in reporting and collaborate with BI teams
- Any other duties as reasonably directed, which the incumbent is capable of performing.



### **Minimum requirements of the role**

- 4+ years' experience from Agency, Publisher, Ad Tech Company or Trading Desk.
- Strong project management skills, with the ability to manage multiple projects simultaneously and meet tight deadlines
- Experience working with SSP's: Magnite, Google ADX, Xandr, Pubmatic, Nexxen and Index Exchange highly regarded.
- Proficiency in Ad tags for Video and Display, including VAST and third-party ad tag services, along with troubleshooting experience.
- Comprehensive understanding of the Programmatic ecosystem and industry trends, such as header bidding, identity, and data.
- Analytical skills in data, including intermediate experience using Excel spreadsheets, Adobe Analytics and Tableau reports.
- Experience working with a DMP/CDP, ad server, demand side platform, and reporting APIs.
- Collaborative and supportive team player with a can-do attitude and growth mindset.
- Experience supporting sales teams on proposals, presentations, responses to briefs and client negotiations.
- Strong communication skills with demonstrated experience in managing both internal and external relationships.
- High attention to detail
- Ability to provide process improvements, workflows, and documentation.

| 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>  |
| Communication        | Self  | <ul style="list-style-type: none"><li>• Uses appropriate grammar</li><li>• Uses appropriate vocabulary</li><li>• Uses a suitable tone</li><li>• Speaks at a suitable pace</li><li>• Speaks clearly using minimal language</li><li>• Changes language to suit audience</li><li>• Provides full responses to questions</li><li>• Provides accurate responses to questions</li></ul> |
| Customer Focus       | Self  | <ul style="list-style-type: none"><li>• Develops strong internal and external networks to assist with mutual goals</li><li>• Encourages others to develop strong internal and external networks</li></ul>   |



|                              |      |   |
|------------------------------|------|---|
|                              |      | <ul style="list-style-type: none"><li>• Uses key relationships to facilitate the achievement of team goals</li><li>• Role models effective collaborative networking</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><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>   |
| <u>Learning Orientation</u>  | Self | <ul style="list-style-type: none"><li>• Takes part in organised learning and development opportunities</li><li>• Recognises ideas that are similar to their own</li><li>• Readily assimilates new information</li><li>• Benefits from information and structured approaches to learning</li><li>• Learns affectively from own experiences, both positive and negative</li><li>• Seeks feedback on own performance</li></ul>                               |
| <u>Relationship Building</u> | Self | <ul style="list-style-type: none"><li>• Establishes a connection with others</li><li>• Builds friendly, warm relationships that are mutually beneficial</li><li>• Maintains ongoing relationships that are mutually beneficial</li><li>• Shares relevant information with others</li><li>• Recognises the value of building and maintaining relationships</li><li>• Helps others achieve common goals</li><li>• Openly communicates with others</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>   |

## 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