

Job Description

30 May 25



Digital Campaign Manager SBS Media

Reports to: Digital Ad Operations Team Leader

Direct reports to this position: N/A

SBS Values, Vision and Purpose

*The **Digital Campaign Manager** 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

Working in a fast-paced and results-oriented team, the Digital Campaign Manager is responsible for setting up, scheduling, troubleshooting and delivering direct and programmatic campaigns across the SBS network of websites and digital platforms. There is a big focus on Video and helping the national sales team achieve their revenue targets through smooth delivery of all digital advertising campaigns.

As part of the SBS Digital Commercialisation team, the Digital Campaign Manager will have a patch of campaigns to manage end to end using the ad serving platform Google Ad Manager. They will be required to take full ownership from start to completion while working with third party systems such as data management or analytics platforms.

About you

The Digital Campaign Manager must be interested in digital 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 clients.

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



Main Responsibilities

Main tasks of the role

- Digital ad campaign management and trafficking through Google Ad Manager and programmatic supply side platforms
- Support the SBS sales team with campaign booking and performance monitoring through the whole campaign lifecycle
- Ownership of fulfilment of campaign objectives using best practice, monitoring campaign pacing and optimisation, including making recommendations around yield management
- Operate within the Digital Ad Operations team in the most efficient way and report any issues or changes that may affect revenue results including diagnosing ad-serving issues and identify areas for improvement
- Work with and provide support to the Digital Ad Operations Manager to ensure that operational practices, sales rules and guidelines are followed

Minimum requirements of the role

- Demonstrated experience of online advertising operations including;
 - Scheduling creative and campaign delivery
 - Troubleshooting, testing and campaign maintenance
 - Third party, rich media and video pre-roll implementation
 - Forecasting, reporting and inventory management
 - Set up, maintenance and reporting of Programmatic deals
- Ability to multi-task with a keenness to develop relationships with the sales team
- Demonstrated client service skills
- Desirable experience with:
 - Various third-party servers and tools
 - HTML/5, Flash, VAST or any testing tools
 - Data analysis for commercial purposes and technical references
 - Supply Side Platforms (e.g. Google, Magnite etc.)
- Demonstrated excellence in interpersonal relationships and communication, with fluency in both written and spoken English
- Ability to negotiate suitable outcomes with internal and external customers, keep calm under pressure and manage competing priorities which have tight deadlines
- Team player who can support and work with other departments in SBS and provide excellent customer service skills

Key Capability

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



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