

Job Description

11 August 25



Campaign Manager – FIFA World Cup Marketing

Reports to: Marketing Manager

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The 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 – 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

This is a rare opportunity to lead marketing for the world's biggest sporting event, the FIFA World Cup™. With 48 nations competing across 104 matches in June–July 2026, this campaign will captivate audiences across Australia and beyond. As Campaign Manager, you'll help bring that story to life.

The Campaign Manager plays a pivotal role in delivering a large-scale, integrated marketing campaign for the FIFA World Cup 2026 — designed to inspire more Australians to come to SBS, watch more matches than in previous editions, and stay engaged with our wider content offering.

Working closely with the Marketing Manager, Senior Producer, Creative Manager, Sales, Brand Partnerships and Sports Content team, you'll lead project management across the marketing division, ensuring campaigns are delivered seamlessly, on time and on budget, together with managing the implementation of all marketing activity across paid and owned media to achieve outstanding campaign outcomes. The Campaign Manager will also support creative production, campaign asset management and trafficking, and work closely with the external media agency to implement and optimise the campaign.

The Campaign Manager is a highly effective implementer, with strong organisation and project management

Special Broadcasting Service

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skills, to ensure projects are completed within deadlines and to established budgets. They have excellent communication skills, and a demonstrated ability to effectively build and manage relationships with internal and external stakeholders. They have a solid understanding of all marketing channels, and significant experience and knowledge of digital strategy, planning and execution. They have a sound understanding of the creative production process, and experience working in, or closely with creative teams.

Main Responsibilities

Campaign Management

- Marketing project management of the FIFA World Cup, acting as the key conduit between marketing capabilities, ensuring effective communication, budget management and delivery of the project to agreed timeline.
- Plan and implement all marketing activity for the FIFA World Cup, across owned and paid channels to deliver on campaign objectives.
- Key marketing contact point for the business ensuring relevant information is shared with the marketing project team and clear and timely communication with stakeholders.
- Support the Senior Integrated Producer by managing licensing and clearance of materials, asset approvals, quality checks and asset trafficking/dispatch to ensure timely campaign delivery.
- Management of ways of working for the World Cup marketing project team including meetings, stand-ups, and timely follow up communications.
- In conjunction with the Marketing Manager, manage media planning from briefing through to implementation, including working closely with the media agency to deliver maximum campaign effectiveness via continuous optimisation.
- Deliver timely campaign reporting, including performance updates, post-campaign insights and executive-level summaries.
- Manage all campaign communications, including status updates, campaign highlights and presentations to various audiences.
- Build productive relationship with the media agency and any other external partners to leverage all opportunities and maximise outcomes.
- Work collaboratively and build strong relationships with key internal stakeholders including Audience Data & Insights, Media Planning and Analytics, CRM, Content, Sport, Sales, Creative, Publicity, Social, SDP (Streaming & Digital Products), ALC (Audio Language Content) and NACA (News & Current Affairs), to maximise the effectiveness of the FIFA World Cup campaign.
- Coordinate and produce creative marketing communications, including copy writing for email, social and search.
- Manage digital implementation including copy writing, social campaign set up, social and digital asset dispatch, ad review, tracking performance, optimisation, and agency liaison.
- Manage the implementation of marketing partnerships and sponsorships associated with the FIFA World Cup.
- Provide campaign management support for other priority campaigns or projects, and perform other tasks as assigned by the Marketing Manager or Head of Audience Marketing and Media.

Leadership

- Provide effective leadership and day to day management of more junior team members assigned to project.
- Provide leadership to matrix and virtual teams in communicating and driving the marketing goals and objectives for the FIFA World Cup Campaign.
- Undertake work in a way that reflects and upholds SBS's Charter, Vision and Values, fosters a positive and proactive work environment and complies with SBS's policies, procedures and practices.



Operational Excellence

- Deliver campaign as per agreed marketing process, to deadline and within budget.
- Ensure all campaign deliverables, sponsorships, partnerships, events and competitions are signed off and implemented according to process.
- Effective management and storage of all key campaign documentation and creative assets.
- Effective management of budget for FIFA World Cup.
- Effective work in cross functional team to achieve project outcomes.

Requirements of the role

Criterion 1 - SBS

- As an SBS Team Member demonstrate a positive and enthusiastic understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.
- Experience in and an ability to build enduring organisational success through a combination of professional integrity, drive with considered and strategic decision-making by:
 - Leading an agile, inclusive and performance culture at SBS;
 - Influential communicating (internally and externally); and
 - Being passionate about people through unlocking potential and facilitating engagement.
- Demonstrate an understanding and alignment with SBS's values and including an ability to contribute to a positive culture through:
 - Being a positive representative or advocate for SBS;
 - Constructive and appropriate interaction with others;
 - Adopting a can do approach

Criterion 2 – Marketing

- Minimum 5 years relevant marketing experience, with demonstrable experience managing complex, integrated campaigns from briefing to execution.
- Demonstrated media channel planning experience using multiple media touch points and channels.
- Sound understanding of, and significant experience implementing marketing activity across all digital channels including social, programmatic, content marketing, search and CRM. Experience in digital product marketing highly regarded.
- Understanding of 'best practice' creative across different media channels, including social and digital.
- Demonstrated experience working with media agencies to implement and optimise activity.
- Media/content/sport industry experience, creative production or agency experience highly regarded.
- Experience working in agile project team/s highly regarded.

Criterion 3 – Project & Production Management

- Demonstrated project management experience managing large scale campaigns in a multi-channel or complex environment; well-developed organisational skills, ability to managing timelines and budgets, and effectively prioritise.
- Sound understanding of the creative production management process, gained either via direct experience in production management, agency roles, and/or via working closely with production/creative teams in a marketing capacity.

Criterion 4 – Interpersonal skills

- Demonstrable experience effectively managing and influencing stakeholders, creative teams, agency partners, and other external stakeholders to achieve high degrees of collaboration.
- Superior oral communication skills with the ability to communicate clearly and liaise effectively with a variety of internal and external stakeholders, at all levels.
- Strong written communications skills, with the ability to communicate concisely and clearly and tailor communications to the audience.



- Engaging, open to new ideas, proactive and highly energetic.
- Demonstrated ability to work calmly and maintain good judgment in fast-paced, high-stress environments, as well as ability to escalate issues appropriately.

Criterion 5 – Leadership

- Min two years' experience managing direct or indirect report/s.
- Demonstrated experience contributing to the development of high performance teams,

Criterion 6 – Systems, Resources and OH&S

- Demonstrated experience managing limited resources to achieve desired outcomes.
- Competent in MS Office suite, video conferencing tools (MS Teams/Webex/Zoom) and collaboration tools (e.g. Miro, Trello, Sharepoint, Googledocs).
- Proficient with Adobe Analytics, Google Analytics, Tableau and ability to quickly get up to speed on new platforms (e.g. performance dashboards).
- Comply with your OH&S responsibilities as outlined in SBS's Health and Safety Management Arrangements.

Criterion 7 – Educational Qualifications

- Tertiary qualifications in a commercial discipline such as marketing, communications or business.
- Demonstrated commitment to, and ambition for professional development.

Key Capability

Capability	Level	Behaviour
<u>Coaching (for People Leaders only)</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



		<ul style="list-style-type: none">• 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• 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