

Job Description

26 August 25



SBS Digital Content Producer Audio & Language Content

Reports to: Executive Producer, Audio & Language Content

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Digital 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 – Audio & Language Content

SBS is the most multilingual public broadcaster in the world. With 60 plus language services, we deliver news, information and entertainment and inspire social cohesion by connecting communities through multilingual conversations, helping everyone feel at home in Australia.

Role Purpose

The Digital Content Producer is responsible for assisting the Executive Producer, working with the ALC Managing Editor Online and when applicable with the Digital Content Producer (Level 3) to execute the digital editorial strategy for their relevant language group. They are also responsible for the creation and strategic placement of digital content and the day to day moderation of relevant websites and social media platforms. The content produced will be consistent with SBS Codes of Practice, Editorial Guidelines, established editorial strategy and other relevant standards and formats.



The Digital Content Producer plays an important role in the development of skills within the ALC team and in doing so assists SBS Audio in achieving audience growth and engagement targets.

The Digital Content Producer is responsible for undertaking their work in a way that reflects SBS's Charter, Vision and Values, fosters a positive and proactive work environment, and complies with SBS's policies, procedures and practices.



Main Responsibilities

Creation and Management of Online Content

- Working with the Executive Producer of the relevant language program, the Digital Content Producer (where applicable) and Managing Editor Online, generate daily online content initiatives to drive traffic to the relevant language website content and deepen audience engagement. To include, but not limited to, galleries, audio slide shows, polls, social video, articles, blogs etc.
- Work with the Managing Editor online to follow and develop the social media strategy for the program. Utilise social media, specifically Facebook, Twitter, plus YouTube and other emerging platforms that suit the target audience to support radio content.
- Work with the Online and Content teams and with the Digital Content Producer (where applicable) to identify, develop and amplify SBS Audio exclusive stories across all SBS content platforms.
- Be the go-to online team member within the relevant language program. Provide support to the on-air program teams, to include the promotion of podcasts and on-demand catch-up content and coaching on best practice online production and promotional techniques.
- Assist the Executive Producer and Digital Content Producer (where applicable) in the daily management of the relevant language website, social media channels and any additional branded external channels as required. Assist the EP in managing any social media ad campaigns to specified budgets; specifically Facebook ads.
- Manage, promote and moderate all forms of user generated language content for the relevant language team.
- Manage newsletters and other customer relationship management (CRM) based content as required.
- Assist the Executive Producer in managing the daily quality control of all live online content and in reporting editorial issues.

Strategy

- Work with the Managing Editor Online and when applicable the Digital Content Producer in identifying new third party platforms to extend the reach of the relevant language program.
- Working with the Managing Editor Online, research and analyse social and online statistics to help inform the relevant language team with social, content and platform distribution strategies to grow audiences.
- Proactively seek opportunities to cross-promote all online content with other SBS brands, channels and content verticals.
- Attend regular editorial production meetings with the relevant language team as the online specialist and document content priorities and initiatives.

Technical

- CMS experience essential; preferably in Brightspot.
- Use cameras or your phone/iPads to shoot and edit social video for the program. Possess a rich understanding of video content and visual storytelling.
- Basic Adobe Photoshop skills essential, Adobe Premiere/video editing skills desired.
- Advanced knowledge of SEO and how to optimise content for search and social media.
- Ensure all content projects are in-line with SBS Purpose & Values, Quality & Standards, deadlines and budget restrictions.

Health and Safety

- Promote, implement compliance with and foster continued improvement of SBS's Health and Safety Management system (SMS) within your operational areas.



Minimum requirements

- 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/will do approach; and
- Displaying a commitment to the team processes including OH & S, diversity and its work goals.
- Demonstrated experience in producing online content, preferably within a radio, television or print/magazine environment.
- Exceptional knowledge and proven experience using social media and emerging technology to drive online content engagement and grow communities (audiences).
- Knowledge of best practice of cross-media production techniques including new media usability principals to deliver content to the correct specifications.
- Understanding of all web based tools and experience using content management systems.
- Demonstrate professional experience in managing all major social media platforms and technologies
- Intermediate Photoshop and basic html required. CMS experience essential.
- Experience with video production and editing for social media.
- Well-developed interpersonal skills and attention to detail.
- Very good organisational skills with the ability to be flexible and manage competing priorities which have tight deadlines
- Ability to work with and influence at all levels of the division so that content and ideas can be shared for the benefit of all SBS platforms.
- Fluent in both English and Vietnamese with well-developed written and oral communication skills.

(Candidates will be required to undergo a language assessment to demonstrate their proficiency in Vietnamese.)

Key Capability		
Capability	Level	Behaviour
<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

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		<ul style="list-style-type: none">• 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)
- Comply with Work Health and Safety Regulations and responsibilities
- Ensure employees 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