

Job Description

29 August 25



Curation Specialist, SBS On Demand Streaming & Digital Products

Reports to: Head of Curation, SBS On Demand

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The [Curation Specialist](#) 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 – TV & Online Content

To make SBS Australia's most distinctive media organisation focused on delivering a clear promise to our audiences, to inspire them to seek out different perspectives, to feel a sense of connection, belonging and empowerment.

Role Purpose

The Curation Specialist role sits within the SBS Streaming & Digital Products curation team, aligns product initiatives with content strategy by selecting, organising, and promoting content to diverse audiences. We work at the intersection of creativity and precision, helping people navigate our bold and diverse content portfolio all under one trusted, irreverent, and purpose-driven brand. This role plays a key part in how audiences experience our platform, ensuring content is presented in a way that excites, engages, and invites discovery. The primary role will be to curate a dynamic schedule of content priorities within the most prominent showcases of SBS On



Demand. It combines precise planning, engaging copywriting, and polished visual asset preparation to deliver high-quality work that drives discovery and engagement with the platform. The role requires excellent attention to detail, adaptability to short-notice changes, and a strong commitment to accessibility and editorial standards.

Main Responsibilities

Strategy

- Meticulously execute the curation strategy for SBS On Demand priorities across the diverse content portfolio.
- Select and prepare high-quality visual and video assets that align with brand tone, values, and style.
- Write succinct and engaging copy that's crafted to drive engagement, ensuring clarity and consistency, and compatibility with adaptive screen technologies.

Operations

- Plan curation updates carefully to meet deadlines, while remaining responsive to breaking news, performance insights, and programming changes.
- Tailor all image and video assets to platform specifications, carefully reviewing each to maintain editorial and visual integrity.
- Conduct self-checks on all elements and content availability windows before scheduling.
- Source, log, and review scene lifts, trailers, and short-form video to support curation and drive discovery.
- Collaborate with internal teams on image strategy and selection and adjust for curation purposes as required.
- Assist Customer Relations teams in responding to audience queries promptly, providing critical support during key content events.
- Support image testing initiatives.

Insights

- Shape editorial decisions to deliver against the SBS On Demand curation strategy and KPIs and optimise audience exposure to SBS On Demand's diverse portfolio.
- Share recurring issues, audience behaviours, or content trends with strategy owners for continuous improvement.
- Balance competing priorities in a fast-paced environment.
- Ensure all curation output reflects SBS On Demand's distinctive voice, and reputation as the home of programs that challenge, provoke and entertain.
- Maintain a deep understanding of the competitive landscape and use insights to inform best-practice curatorial approaches for SBS On Demand, contributing to the gathering of requirements for product enhancements as needed.

Team Culture

Special Broadcasting Service

14 Herbert Street, Artarmon NSW 2064 Australia sbs.com.au
Tel: +61 2 9430 2828

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- Support the Head of Curation in enthusiastically contributing to an excellent team culture that is reflected in Employee Engagement surveys.
- Demonstrate a growth mindset: open to feedback, and collaborative in discussions.
- Work effectively with stakeholders and colleagues, contributing to a culture of creativity, accountability, and adaptability.

Key Competencies

- Ability to communicate with clarity and creativity (editorial writing and/or content curation background is preferred).
- Excellent project management skills with the ability to handle competing priorities effectively.
- Knowledge of content licensing, copyright laws, and digital rights management.
- A passion for delivering an outstanding audience experience.
- Thrives in a high-accountability environment while operating with self-direction.
- Adaptability to change, balancing precise planning with responsiveness.
- Is a true team player — building constructive relationships across departments, functions, and teams.

Key Capability		
Capability	Level	Behaviour
<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>Influence and Persuasion</u>	Self	<ul style="list-style-type: none">• Uses reason, data, facts and figures to express ideas and opinions• Provides well-reasoned arguments• Presents features and benefits of an idea, plan, product or service• Is persuasive when required• Identifies points of agreement and/or disagreement• Clarifies understanding & seeks commitment• States own point of view whilst acknowledging & respecting the views of others
<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



		<ul style="list-style-type: none">• Participates in the implementation of new processes and procedures that improve current performance
<u>Interpersonal Sensitivity</u>	Self	<ul style="list-style-type: none">• Is attentive towards others and seeks to understand the viewpoint of others (in terms of perspectives, attitudes, interests and position)• Recognises the needs and motivations of others• Is sensitive to verbal cues in one-on-one interactions• Is sensitive to non-verbal cues in one-on-one interactions• Understands implicit and explicit emotions• Is respectful towards others & provides a reassuring presence
<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

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