

Job Description: YouTube Growth Specialist

Central Social – Marketing

- **Reports to:** Head of Social Media
- **Direct Reports:** N/A

Role Purpose

The YouTube Growth Specialist is responsible for expanding SBS's presence on YouTube by publishing high-performing video content across multiple genre-focused profiles, optimising for discovery, watch time, and monetisation. This role combines video editing and content curation with strategic publishing and channel growth, helping to drive consumption of SBS content via third-party platforms and supporting SBS On Demand's streaming ecosystem.

Key Responsibilities

Video Editing & Content Adaptation

- Edit and re-version content into YouTube-optimised formats, including short-form (YouTube Shorts), mid-length, and long-form videos.
- Apply platform best practices to structure content that improves retention and audience satisfaction.
- Select compelling video hooks, thumbnails, and metadata elements to boost visibility and CTR.
- Maintain high production standards and brand consistency across all profiles.

Publishing & Optimisation

- Manage day-to-day publishing across **4–6 SBS YouTube channels**.
- Upload, schedule, and optimise videos with precise attention to titles, tags, thumbnails, descriptions, and end screens.
- Use SEO-driven approaches for metadata (e.g. search terms, keyword optimisation, and topic clustering) to improve discovery via YouTube Search and Suggested Video algorithms.
- Organise and maintain playlists to support thematic viewing and increase session watch time.

Channel Growth & Expansion

- Develop and execute strategies to grow subscribers, boost video views, and drive watch hours.
- Identify opportunities for launching new genre-specific profiles aligned to SBS's content catalogue (e.g. Food, World Movies, Culture, Indigenous stories).
- Help develop custom publishing calendars for each channel, balancing evergreen, reactive, and campaign content.
- Support YouTube monetisation setup and revenue optimisation where applicable (e.g. through watch time, copyright-safe content selection, RPM uplift).

Stakeholder Collaboration

- Work closely with internal teams across **Marketing, NACA, ALC, NITV, Sport, and Food** to identify publishable video content and adapt it for YouTube.
- Collaborate with Creative and Production teams to brief in or produce bespoke content.
- Provide clear guidance and training to non-social teams contributing to YouTube content.

Analytics & Performance Reporting

- Track performance using YouTube Studio and Sprout dashboards: focus on views, subscriber growth, retention, RPM, and watch time.
- Analyse traffic sources, audience behaviour, and top-performing content to refine future publishing decisions.
- Share insights with teams to inform platform-wide strategy.

Key Attributes

- Strong editing and storytelling skills, especially for digital-native video content.
- Familiarity with the YouTube algorithm, search behaviour, and monetisation criteria.
- Excellent attention to detail in metadata, file organisation, and channel curation.
- Confident collaborating across creative, editorial, and technical teams.
- Growth mindset - always seeking to test, learn, and optimise.

Bonus Skills (Nice to Have)

- Experience growing YouTube channels with monetisation success.
- Familiarity with YouTube Studio, TubeBuddy, VidIQ, or similar tools.
- Awareness of copyright, rights clearance, and safe publishing practices.
- Ability to identify and brief external creators, influencers, or partners for co-published content.