

Job Description

31 October 25



NSW Digital Sales Executive SBS Media

Reports to: Digital Sales Manager – NSW & QLD

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The NSW Digital Sales Executive 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

To create efficient advertising solutions for our digital partners and to ensure seamless quality and delivery in all of our digital campaigns. We value our strategic digital partners and the management of our commercial relationships is pivotal to this role.



Main Responsibilities

The Digital Sales Executive role is designed to:

- Work with the NSW sales team including Sales Executives, Group Sales Managers, and State Sales Manager, along with the National Digital Sales and Programmatic Teams to achieve digital revenue targets
- Assist in identifying new digital revenue opportunities across key agencies and clients particularly across the independent agency landscape, with a focus on programmatically traded revenue.
- Develop relationships and collaborate with digital and programmatic agency teams as well as Supply Side Platforms (SSPs) and Demand Side Platforms (DSPs)
- Develop and manage these critical client relationships ensuring seamless transaction of digital campaigns from set up to delivery.
- Clearly articulate, demonstrate and commercialise our core BVOD product
- Utilise market insights to build go to market strategy
- Active participation in strategic development of digital and integrated sales proposals
- Provide the sales team with expertise in programmatic trading and the broader digital market and upskill accordingly
- Provide revenue analysis on a regular basis to ensure trading desk hygiene and optimisation
- Communicate new tech roll out and/or issues both internally and to our trading desk partners
- Work alongside other specialist digital roles internally to ensure ongoing development and monetisation of digital audiences and products
- Complete and prepare sales reports, revenue forecasts and develop a pipeline of digital sales opportunities
- Work with the team in achieving our Media Sales Strategy

Minimum requirements of the role

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.
- 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 including OH&S, diversity and teamwork goals.

Sales

- Proven ability and 3-5 years' experience in providing effective digital trading and transaction
- Understanding and experience of digital and programmatic sales
- Demonstrated expertise and understanding of programmatic landscape, operations and software
- Established Sydney digital and programmatic relationships
- Be a dynamic and results-oriented individual who excels at each stage of the sales process
- Ability to create sales proposals using a variety of tools and software programs and have sound knowledge and understanding of the various media platforms within the digital landscape
- Have an understanding of the competitive capabilities within the streaming and online video landscape
- Demonstrated ability to balance competing priorities to meet set targets/outcomes in a deadline driven sales environment



Communication and Customer Service

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- 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 including OH&S, diversity and team work goals.

Key relationships with other roles and external stakeholders

- Digital Sales Manager – NSW & QLD
- National Digital Sales Team
- NSW Sales Team
- Programmatic and Operations Team

Key Capability		
Capability	Level	Behaviour
<u>Coaching</u>	Self	• 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	• 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	• 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	• 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	• 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	• 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