

Job Description

8 January 2026



Senior Social Video Producer – Our Pacific Audio & Language Content

Reports to: Senior Series Producer, *Our Pacific*

Direct reports to this position: N/A

Maximum term 17-month contract Full-Time

SBS Values, Vision, and Purpose

The Senior Social Video 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 – ALC

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 Senior Social Video Producer creates English-language video content for SBS Examines' Our Pacific series. The multiplatform journalism includes original reporting, explainers, and community-



informed storytelling to deepen understanding, counter misinformation, and strengthen social cohesion across Australia and the Pacific. Working under the editorial guidance of the Senior Series Producer, the role delivers content for social media and digital platforms and collaborates with producers from relevant language groups to meet audience's needs. The content produced will be consistent with SBS Codes of Practice, established editorial strategy and other relevant standards and formats.

Main Responsibilities

Editorial Production & Delivery

- Research, source, shoot, produce and edit high-quality English-language video content for SBS social media platforms
- Contribute to multiplatform content ideation and editorial planning in collaboration with the Senior Series Producer.
- Work closely with SBS Audio's multilingual producers to deliver in-language versions, including the responsible use of AI for transcription and translation.
- Monitor emerging digital and social media trends and apply insights to video storytelling and format development.
- Analyse social media performance to inform content optimisation and engagement strategies.
- Manage video workflows, including uploads, file management, and archiving in line with SBS systems and processes.
- Ensure content is delivered in line with target language audience needs and editorial requirements and reflects an understanding of, and compliance with SBS's Charter, policies, guidelines, legislative and regulatory requirements.

Minimum requirements of the role

- Demonstrated experience producing social-first video journalism, including researching, interviewing, applying sound editorial judgement, and delivering high-quality video storytelling optimised for digital platforms.
- Proven ability to produce engaging, high-quality video content with a strong understanding of platform best practice across YouTube, Instagram, Facebook, and TikTok.
- Strong skills in video editing (Adobe Premiere Pro or equivalent) and audio recording and editing tools.
- Excellent written and verbal English communication skills.
- Experience using a content management system such as Brightspot, Drupal, WordPress, or similar
- Demonstrated ability to collaborate effectively within multidisciplinary teams, managing multiple priorities and deadlines.
- Experience contributing to a culture of diversity and inclusion
- Strong alignment with SBS's Purpose, Values and Charter

Highly regarded requirements

- Understanding of the cultural, historical, and political contexts of Fiji and Vanuatu



- Knowledge or experience covering stories for Pasifika communities in Australia, Fiji, and Vanuatu
- Background or lived experience connected to Fiji and/or Vanuatu

Health and Safety

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

Key relationships with stakeholders

- SBS Audio Executive Producers and Digital Leads
- SBS News and NITV Digital

Key Capability		
Capability	Level	Behaviour
Collaboration	Self	<ul style="list-style-type: none">• Displays a genuine intention to work co-operatively• Makes an effort to understand the goals of others• Shares all relevant and useful information
Innovation	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
Relationship building	Self	<ul style="list-style-type: none">• Establishes a new connection with others• Builds friendly, warm relationships that are mutually beneficial• Shares relevant information with others
Result focus	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
Planning & organising	Self	<ul style="list-style-type: none">• Plans and prioritises own tasks and activities• Establishes short-term plans• Organises resources and activities to meet short-term plans• Recognises the need for deadlines• Meets established deadlines