

# Social Media Executive

## SBS Marketing

Reports to: Social Platform and Content Strategist

Direct reports to this position: N/a

### SBS Values, Vision and Purpose

*The Social Media 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 – Marketing

**Our Vision:** *We're a brave and trusted team thinking differently to inspire audiences and our people to love the world of SBS.*

**Our Purpose:** *We make a difference by connecting Australians to the world of SBS.*

### Role Purpose

*Support the publishing, production and community engagement of social content across the flagship SBS social media profiles, including SBS Australia and SBS On Demand, and provide moderation*



*support across SBS News, NITV and the flagship profiles, to help deliver a constructive, engaging and safe social experience for our audience.*

## **Main Responsibilities**

### **Moderation & community engagement**

- Create a respectful and safe space for audiences by moderating social comments across key SBS social profiles and all channels including but not limited to Facebook Instagram TikTok and YouTube (and any future platforms)
- Use Sprout Social and its functionality to moderate posts manage comments tag posts based on risk level and action comments where necessary such as hiding high risk comments banning repeat offenders and adding users to VIP watch lists
- Minimise risk for the SBS brand and audience encourage constructive engagement and surface audience perspectives within content and posts
- Engage with communities on SBS owned pages and relevant external social media pages in a way that reflects the SBS brand voice refer audiences to the SBS Help Centre respond to general enquiries and use pre-approved responses to address feedback
- Compile a daily end of shift report summarising key feedback audience sentiment and moderation actions taken and liaise with SBS social teams or other moderators as part of a daily handover

### **Publishing & platform execution**

- Work closely with the Senior Social Platform Owner to support the publishing of social media content across SBS On Demand and SBS Australia social channels including Facebook, Instagram, TikTok and YouTube
- Support the scheduling of campaign, always-on content and reactive content
- Craft social roll-out plans for campaigns and be the point of contact for all scheduling enquiries on respective campaigns
- Use Sprout Social to publish, schedule and tag content appropriately
- Ensure scheduled content is paired with social copy that speaks to the brand identity, whilst tapping into the cultural zeitgeist
- Maintain quality control across all posts to ensure content is on-brand, compliant and error-free

### **Content production**

- Support the production of social-first content, including short-form and long-form video
- Assist with content capture where required, including attending shoots



- Content production should demonstrate speed, accuracy, attention to detail, ability to manage deadlines, and be in line with SBS Purpose & Values, SBS Code of Practice, and Editorial Guidelines
- Work collaboratively with internal teams including the Social Producers, Strategists and stakeholders in Marketing
- Contribute to the development of creative ideas, champion innovation and test and learns
- Provide insights to the business on trends and themes emerging in comment sections and identify potential bot farm or coordinated misinformation activity
- Help set up moderation for paid campaigns including tagging within Sprout
- Work closely with Quiip to ensure moderation coverage is effective and efficient
- Undertake other activities related to social media community management as required

***Minimum requirements of the role***

XXXXX

***Financial accountability (Provide the budget/amount responsible for)***

\$N/A

***Key relationships with other roles and external stakeholders***

- Head of Social Media
- Social Platform and Content Strategist
- Senior Social Platform Owner
- Stakeholders within the NITV, News and marketing teams



Key Capability		
Capability	Level	Behaviour
<u>Coaching</u>	Self	<ul style="list-style-type: none"><li>• Is self-aware and understands own barriers to learning</li><li>• Shows willingness to overcome personal challenges to learning</li><li>• Improves performance by applying new skills</li><li>• Seeks regular feedback</li><li>• Identifies performance barriers in peers</li><li>• Applies active listening with patience and openness</li><li>• Knows when and how to use open and closed questions</li><li>• Exhibits a coaching style when working with others</li></ul>
<u>Adaptability and Flexibility</u>	Self	<ul style="list-style-type: none"><li>• Smoothly handles multiple demands and shifting priorities</li><li>• Deals with interruptions positively</li><li>• Modifies approach to suit different people</li><li>• Is open to different points of view</li><li>• Copes with organisational change positively</li><li>• Deals with a minimal degree of ambiguity in own role</li></ul>
<u>Influence and Persuasion</u>	Self	<ul style="list-style-type: none"><li>• Uses reason, data, facts and figures to express ideas and opinions</li><li>• Provides well-reasoned arguments</li><li>• Presents features and benefits of an idea, plan, product or service</li><li>• Is persuasive when required</li><li>• Identifies points of agreement and/or disagreement</li><li>• Clarifies understanding &amp; seeks commitment</li><li>• States own point of view whilst acknowledging &amp; respecting the views of others</li></ul>
<u>Innovation</u>	Self	<ul style="list-style-type: none"><li>• Generates original solutions to problems</li><li>• Contributes to creative thinking and ideas</li><li>• Makes suggestions to refine current processes and procedures to create optimum efficiency</li><li>• Participates in the implementation of new processes and procedures that improve current performance</li></ul>
<u>Interpersonal Sensitivity</u>	Self	<ul style="list-style-type: none"><li>• Is attentive towards others and seeks to understand the viewpoint of others (in terms of perspectives, attitudes, interests and position)</li><li>• Recognises the needs and motivations of others</li><li>• Is sensitive to verbal cues in one-on-one interactions</li><li>• Is sensitive to non-verbal cues in one-on-one interactions</li></ul>



		<ul style="list-style-type: none"><li>• Understands implicit and explicit emotions</li><li>• Is respectful towards others &amp; provides a reassuring presence</li></ul>
<u>Learning Orientation</u>	Self	<ul style="list-style-type: none"><li>• Takes part in organised learning and development opportunities</li><li>• Recognises ideas that are similar to their own</li><li>• Readily assimilates new information</li><li>• Benefits from information and structured approaches to learning</li><li>• Learns affectively from own experiences, both positive and negative</li><li>• Seeks feedback on own performance</li></ul>

## Workplace Health & Safety

[For all non-supervisory levels]

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

## Workplace Health & Safety

[For Managers/Supervisors]

- Effectively promote and manage the work health and safety arrangements for the team as prescribed by the Health & Safety Management Arrangements.
  - Work Health & Safety Act (Cth) 2011
  - Work Health & Safety Act (Cth) Regulations 2011
  - WHS Hazardous Manual Tasks Code of Practice 2018
  - Work Health and Safety (How to Manage Work Health and Safety Risks) Code of Practice 2018
- Ensure employees 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
- Ensure the physical and psychological safety of the workplace under your control by:



- ensuring regular workplace inspections are scheduled and conducted, involve the relevant HSR and recommendations made are actioned in a timely manner
  - ensuring compliance with the relevant standards and legislation in relation to purchase and provision of accommodation, furniture and equipment
  - identifying changes in the workplace/processes that may affect safety and ensuring that any associated risks are identified, assessed and controlled
  - verifying the effectiveness of control measures at appropriate intervals including monitoring compliance with safe operating procedures, site induction requirements and Permits to Work; and
- Ensure all WH&S reporting is accurately completed and submitted within specified timeframes and any follow up actions are completed
  - Support/implement early intervention strategies and return to work programs.

## **Workplace Health & Safety**

[For specific roles within TVOC]

The following positions are responsible to reviewing and escalating/ approving WHS Risk Assessments of planned activities (productions or assignments) that will be undertaken by SBS to ensure the health and safety of workers involved:

- Head of Commercial & Production
- Head of Content Operations

The following positions are responsible for assessing /documenting WHS risk for SBS planned activities (productions or assignments) to identify and implement adequate controls to ensure the health and safety of workers involved:

- Commissioning Editor
- Commissions Coordinator
- Deputy Head of Production
- Production Coordinator
- Production Manager
- Production Supervisor
- Production Assistant
- Project Manager
- Senior Commissioning Editor