

# Job Description



## Deputy News Editor – Digital

**Level 4**

**Reports to: News Editor, NACA Digital**

**Direct reports to this position: Digital Journalists/Editor**

### **SBS Values, Vision and Purpose**

The Deputy News Editor 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, 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 – NACA**

The principal purpose of SBS News and Current Affairs is to provide the most accurate, balanced, and detailed coverage of international and major domestic news across all platforms.

It is our role to deliver depth and analysis to help our audiences understand often complex issues.

Also, key is to showcase stories from within our many communities that reflect constructively on multiculturalism & Indigenous affairs.

### **Role Purpose**

The Deputy News Editor is responsible for overseeing the daily output of the News Digital team in the absence of the News Editor. The role will work autonomously and within a team to provide daily editorial direction and oversee story commissioning, as delegated by the News Editor, to ensure content is relevant to SBS's Charter and consistent with SBS News reputation as one of Australia's most trustworthy and balanced news publishers. The role also contributes to the implementation of digital strategy, team performance and wellbeing.



## Main Responsibilities

### ***Journalism and Content Production***

- Demonstrate excellent editorial ability and news judgement through a thorough knowledge of international and domestic news stories and events.
- Provide guidance, support, and direction to the curation of the SBS News homepage, and oversee the production of related articles, while using tools such as Adobe and Chartbeat in maximizing content performance
- Manage the daily output of Digital Editors and Digital Journalists, in conjunction with the News Editor, and act as the final monitor to uphold all on-the-day content
- Deliver against the news digital strategy while ensuring coverage enhances the distinctive content of SBS, the SBS Charter and identity and adhere to SBS values of balance and accuracy
- Lead daily editorial meetings and participate in other daily and weekly editorial and planning meetings as appropriate.
- Take a proactive role in news forward planning, including maintaining planning documentation and working with News Digital leads, Video, Social, Audio and WN leads in news planning
- Commission and assign news stories through the day, provide guidance on angles to journalists, structure and editorial inclusions, manage flow of content to sub-editors, and sub-edit articles when needed.
- Contribute to special event coverage projects
- Contribute to development and roll-out of digital projects including workflow changes, upgrades and changes to editorial products (eg newsletter) and operational workflow upgrades
- Use data/ analytics to review content performance and utilize these insights together with, audience user needs in commissioning and editorial decision making, to deliver on KPIs
- Ensure and oversee content distribution on native and third-party platforms such as Google Showcase, Apple News, newsletters, and app push notifications.
- Participate in digital strategy, planning, monitoring, evaluation, and other activities as required
- Supervise and manage direct reports, providing regular feedback and coaching to develop their skills and potential, alongside formal performance reviews.
- Provide timely feedback to journalists and editors on story production and accuracy of copy.
- Seek sources beyond traditional for commissions, talent, and comment such as and including Aboriginal and Torres Strait Islanders, consistent with SBS's commitment to the Reconciliation Action Plan (RAP)
- Liaise with reporters and editors from all platforms to maximise newsgathering and collaboration across SBS, and other teams' content opportunities for digital platforms
- Works with the Deputy Features Editor to identify award opportunities and works on submissions
- Assists the News Editor in handling complaints
- Engage in clear and open communication with team members and cooperate with interstate and overseas correspondents, part time and casual employees, upholding SBS values, adhering to SBS Codes of Practice, Editorial Guidelines, and NACA Style Guidelines.

### ***Digital Skills and Delivery***

- Ensure content is engineered for performance across all platforms including the use of multimedia assets, graphics, optimized headlines, SEO, and optimum content length, in consultation with Digital strategy and key internal stakeholders
- Publish stories via SBS's CMS and monitor story performance via tools such as Chartbeat and Adobe for optimal performance. Use insights to feed into editorial and content decisions. including informing article structure and performance.
- Work within a cross functional digital team in achieving results encompassing social media, video, product, features, current affairs, and audio



- Oversee app alerts for mobile and third parties, communicating with internal and external counterparts where appropriate, including Product Managers, Digital platforms Lead
- Ensure multi-media, data journalism and video content is maximized in article output with appropriate treatment for audience resonance, including social consumption, searchability and onward journeys
- Liaise when needed with the News Editor and Digital/Site Editors to commission design-led lead images when appropriate; consider the visual presentation of articles when publishing and graphics and animations are delivered in a timely fashion
- Liaise with and coach reporters across all platforms to maximise digital content opportunities
- Use in-house and third-party tools such for publishing, content creation and analytics monitoring as required
- Remain abreast of developments in the digital space including in audience engagement, bring forward recommendations in content and distribution approach, and facilitate workflow changes

**Team fit**

- Resourceful, Leader as Coach, strong editorial judgement, ability to balance multiple projects

**Minimum requirements of the role (Insert e.g., years of experience; specialist qualifications/skills)**

- 5+ years digital journalism experience, including an understanding of data and analytics in editorial and content decision making

Demonstrated leadership experience such as direct team supervision

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

- NACA programs, ALC, NITV and other SBS departments as required



<b>Key Capability</b>		
<b>Capability</b>	<b>Level</b>	<b>Behaviour</b>
<u>Coaching</u> (People Leader Capability)	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>Collaboration</u>	Function	<ul style="list-style-type: none"><li>• Draws all team members into active and enthusiastic participation</li><li>• Ensures team members work towards common goals</li><li>• Offers to help others achieve their goals where appropriate</li><li>• Speaks of team members positively</li><li>• Makes personal effort to treat all team members fairly</li><li>• Publicly credits team members who have performed well</li><li>• Genuinely values team members' input and expertise</li><li>• Keeps team members informed and up-to-date regarding work in progress</li><li>• Sets the example for team qualities, such as respect, helpfulness, and co-operation</li></ul>
<u>Communication</u>	Function	<ul style="list-style-type: none"><li>• Encourages open communication within the team/function</li><li>• Ensures body language reflects the verbal message</li><li>• Tailors communication style to send convincing messages</li><li>• Demonstrates the ability to 'think on feet' in reasonably familiar situations</li><li>• Deals with difficult or sensitive issues in a diplomatic manner</li></ul>
<u>Decision Making</u>	Self	<ul style="list-style-type: none"><li>• Makes decisions in situations that are well defined, but broad in scope</li><li>• Makes decisions that impact the team/function</li><li>• Weighs up alternatives according to their likely impact on the team/function</li><li>• Identifies the most appropriate action to meet business objectives</li><li>• Includes all Self behaviours</li></ul>



<u>Interpersonal Sensitivity</u>	Function	<ul style="list-style-type: none"><li>Shows attention to what is being said and interprets it without assumptions</li><li>Encourages others to understand the attitudes, needs and perspectives of others</li><li>Is sensitive to verbal signals in group situations</li><li>Is sensitive to the unspoken thoughts, concerns, or feelings of the team</li><li>Listens and observes to understand, predict, and prepare for others' reactions</li><li>Mediates conflict resolution tactfully among team members</li><li>Understands the impact of internal politics on interpersonal relationships</li></ul>
<u>Relationship Building</u>	Function	<ul style="list-style-type: none"><li>Develops strong internal and external networks to assist with mutual goals</li><li>Encourages others to develop strong internal and external networks</li><li>Uses key relationships to facilitate the achievement of team goals</li><li>Role models effective collaborative networking</li></ul>

## **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
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  - 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

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:

- Business Manager Sport and NACA

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:

- Production Coordinator
- Production Manager
- Production Assistant
- Senior Production Manager