

Job Description

4 February 26



AI Content Project Specialist – Audio & Language Content

Reports to: Head of Planning and Development

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The AI Content Project Specialist 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 – Audio, Languages and Content

SBS is the most linguistically comprehensive 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 AI Content Project Specialist leads the identification, testing and implementation of AI technologies that support SBS Audio content production and distribution. The role combines applied AI expertise with strong project delivery, change and stakeholder management capability to ensure tools are responsibly adopted, editorially sound, and embedded into real-world workflows

Sitting within the Planning and Development team, this role operates across the SBS Audio division, working closely with multilingual content teams and is accountable for the delivery of multiple AI initiatives and project streams. The role ensures all activities align with SBS's Codes of Practice, relevant SBS policies and editorial standards.



Main Responsibilities

AI Projects (Pilots and Implementation)

- Identify, design and deliver multiple AI pilot and implementation projects that support SBS Audio content production, distribution and operational workflows.
- Develop practical use cases, pilots and implemented solutions using emerging AI technologies.
- Define success measures, evaluation frameworks, and appropriate editorial oversight and accountability controls for each project.
- Lead projects from planning through testing, implementation and adoption in live production environments.
- Provide evidence-based recommendations on scaling, iterating or discontinuing AI initiatives.

Governance, Reporting and Stakeholder Engagement

- Ensure AI projects are delivered in line with SBS's Guiding Principles for the Responsible Use of Artificial Intelligence, the SBS Codes of Practice, and relevant SBS policies and editorial standards.
- Maintain clear reporting on project plans, progress, outcomes, risks and learnings across all AI projects.
- Provide regular updates to senior stakeholders on delivery status, outcomes and success measures.
- Work closely with multilingual content teams, end users and delivery partners to test, implement and embed AI tools into workflows.
- Collaborate with the SBS AI team and other Technology and Content Division stakeholders to align priorities, governance and technical approaches.
- Lead workshops, briefings and testing sessions to support adoption and change.

Minimum requirements of the role

- Demonstrated experience delivering AI, automation or technology-enabled projects within media, content production or other complex operational environments.
- Strong project and change management experience, including leading pilots and embedding new tools into established workflows.
- Demonstrated experience providing reporting across the full project lifecycle, including planning, delivery, evaluation and learnings.
- Demonstrated ability to critically assess AI technologies, balancing innovation with quality, risk management and ethical considerations.
- Strong understanding of end-to-end content production workflows, including experience in multilingual production environments, combined with applied knowledge of AI technologies used in content production, distribution and workflow optimisation.
- Demonstrated experience working collaboratively with editorial, creative and technical teams.
- Strong written and verbal communication skills, including the ability to translate technical concepts for non-technical audiences.

Financial accountability

- This role will track and monitor project-related costs, including AI tool licensing and per-user expenses, and provide analysis and recommendations to inform project and investment decisions.



Key relationships with other roles and external stakeholders

- SBS Audio and language content teams, including Program Managers and Executive Producers
- Audio, Languages and Content (ALC) Senior Leadership Team
- ALC Planning and Development team, including the Podcast Manager, Training and Editorial Standards Manager, and Digital Strategy and Engagement Manager
- SBS AI team, SBS Technology and SBS Corporate Affairs teams
- External AI software vendors and technology partners

Key Capability

Capability	Level	Behaviour
Adaptability and flexibility	Function	<ul style="list-style-type: none">• Adjusts approach to suit team/functional priorities• Does not lose sight of intended team/functional outcomes when circumstances shift• Encourages team to respect different points of view• Assists team members to understand and adapt to change• Manages a degree of ambiguity in the team/function
Communication	Function	<ul style="list-style-type: none">• Encourages open communication within the team/function• Ensures body language reflects the verbal message• Tailors communication style to send convincing messages• Demonstrates the ability to 'think on feet' in reasonably familiar situations• Deals with difficult or sensitive issues in a diplomatic manner
Customer Focus	Function	<ul style="list-style-type: none">• Ensures function makes attempts to add value to the customer/client• Coaches function to seek ways to enhance customer satisfaction and loyalty• Coaches function to align needs to available products, services &/or solutions• Takes actions that reinforce the customer/client orientation of the team/function• Monitors customer/client complaints



		<ul style="list-style-type: none">• Monitors customer/client satisfaction
Decision Making	Function	<ul style="list-style-type: none">• Makes decisions in situations that are well defined, but broad in scope• Makes decisions that impact the team/function• Weighs up alternatives according to their likely impact on the team/function• Identifies the most appropriate action to meet business objectives• Includes all Self behaviours
Planning & Organising	Function	<ul style="list-style-type: none">• Plans and prioritises team activities and deliverables• Establishes short-term and medium-term plans• Organises resources and activities to meet short-term and medium-term plans• Applies foresight and plans for contingencies• Provides clear instructions regarding team responsibilities and accountabilities• Works to priorities and meets team/functional deadlines

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)

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