



Communications Specialist/ National Publicist (6-month contract commencing March 2026)

- Great opportunity to join Australia's most distinctive TV network
- Be a part of a highly effective Publicity and Communications team
- Exciting multi-faceted role/ work on the campaign for FIFA World Cup 2026!
- 6-month contract, Sydney-based role (hybrid)

At SBS, we embrace difference, and we welcome applications from people of all backgrounds.

We also acknowledge the unique contribution that Aboriginal and Torres Strait Islander peoples make to our society and our workplace through their enduring and continued connection to land, sea, sky and community.

This role is classified as a Level 3 role under SBS Australia's current Enterprise Agreement. The base salary is up to \$100,000 per annum (pro-rated for the 6-month contract period). The successful applicant will be offered remuneration that is commensurate with their skills and experience and in alignment with this framework.

About the role

As we head into an exciting period with the upcoming 2026 FIFA World Cup and the launch of several high-profile TV series, we're looking for a passionate and dynamic Communications Specialist/National Publicist to join our vibrant Publicity team. Is that you...?

Reporting to the Publicity Manager within the Marketing team, the Communications Specialist/ National Publicist will be responsible for the planning, development and delivery of strategic communications campaigns across SBS channels for a variety of SBS programs across entertainment, documentaries, sport, including the 2026 FIFA World Cup and dramas.

This is a full-time 6-month contract role, working hybrid within our Sydney office. 

Are you the right candidate?

- The ideal candidate should be curious, creative and have the ability to take risks and demonstrate big-picture thinking and agile execution.
- You'll have solid experience implementing effective publicity and communications campaigns.
- A passion for content and being media savvy.
- An established network of media contacts and a broad general knowledge of SBS content as well as broad and demonstrated understanding of news issues, social themes and television industry trends.
- The ability to collaborate with talent, producers, content creators, and internal teams to secure coverage across a wide range of media and social media channels
- A highly effective writer and communicator with excellent stakeholder management skills.
- Your outstanding organisational skills will be displayed as you coordinate numerous projects simultaneously whilst ensuring deadlines are met.
- A high level of internal and external stakeholder management skills is highly desired and ability to manage complex issues
- Experience working with media monitoring and analytics tools to produce effective and relevant evaluation reports for campaigns.
- The Communications 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.

About Us

SBS is one of the world's most unique and innovative media organisations, producing trusted, meaningful, and engaging content that exists for all Australians to inspire, support and celebrate the diversity of our multicultural society.

Our purpose, for the last 50 years, has reflected and explored the evolving diversity of Australia, investing in initiatives to deepen its connections with communities, sharing their stories and giving a voice to those often unheard, with the aim of increasing understanding and respect of the differences that make up Australia.

SBS is a truly distinctive network, showcasing multicultural, multilingual and First Nations stories otherwise untold in the Australian media.

Some of the reasons to consider working with us:

- The people! We truly celebrate and welcome difference at SBS and encourage everyone to bring their whole self to work & you'll be part of one of the most inclusive companies in Australia!
- The culture and the engagement of our workforce! 93% of our employees have stated that they are proud to work for SBS!
- We offer a range of benefits from, health care checks, salary packaging, Employee Assistance Programme, flexible work arrangements and discounted gym membership nationally with Fitness Pass.
- We're agile and innovative in the way we work, as well as being a trusted and established brand. At SBS we have been broadcasting for over 50 years and our future is packed with many more exciting developments!
- We also love to promote from within! We have allocated training funds to do just that and help bridge the gaps when moving from role to role.

Reasonable adjustments

SBS recognises that everyone is unique, and you might require some adjustments to ensure you have the best opportunity to apply and put your skills forward for consideration. If we can make some adjustments to the SBS recruitment/interview process to better enable you to shine, then please contact careers@sbs.com.au and let us know.

Adjustments include but are not limited to; alternative application methods, interview setups, physical requirements, guidance for trans or gender diverse applicants, specific interview availability times and more.

To find out more about reasonable adjustments with SBS, please view our video [here](#).

We'll be shortlisting applications as they come. If you are interested, apply today!