

Job Description

13 February 2026



Digital Video and Social Supervising Producer

SBS News

Level 4

Reports to: Digital Video Lead

Direct reports to this position: as required

SBS Values, Vision and Purpose

The Digital Video and Social Supervising 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 – News and Current Affairs

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.

SBS News and Current Affairs delivers depth and analysis to help audiences understand often complex issues, in addition to showcasing stories from within Australia's many communities that reflect constructively on multiculturalism and Indigenous affairs.

Role Purpose



The purpose of this role is to provide editorial and operational support to the Digital Video Lead and Social Lead for SBS News. The Supervising Producer will commission, oversee editorial and production of daily and forward-planned digital news video and social content. They will maximise and champion video and static social content on digital platforms, including the SBS News website and third-party platforms. The role will work closely with the Video and Social Lead in content creation, strategy and performance, including non-video social content and moderation considerations.

- The Supervising Producer will commission video and social content, brief reporters and producers, supervise scripts and production: providing editorial guidance, subbing, guidance on optimisation and coordinating roll out for video and social while ensuring corporate KPI's are met.
- The Supervising Producer will contribute in a leadership capacity by deputising for the Video Lead and Social Lead during their absence and act in other leadership capacities for the business
- The Supervising Producer will work with the Video and Social Leads in assessing performance, including regular insights and reporting.
- The Supervising 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.

Main Responsibilities

Main tasks of the role

- Ensure output enhances the distinctive content of SBS, corresponds to the SBS News and Current Affairs digital strategy, the SBS Charter and identity and adheres to SBS values of balance and accuracy
- Provide editorial guidance and support for social and video content throughout the day including workshopping video structure/visuals and sells, guidance and checks on balance, context and supporting producers through coverage of complex topics, coordinating publishing times and platforms; workshopping social headlines/sells/approaches for cards, swipes, and stories
- Provide feedback on pitches and editorial treatment of stories, helping producers identify strong angles and maximise our point of difference, considering the SBS Charter in the creation of video and social content.
- Check for editorial issues, moderation risks, rights/restrictions/fair dealing compliance, spotting typos when subbing videos and social posts
- Ensure adherence to SBS Editorial Guidelines, Codes of Practice, Purposes & Values and Staff Rules. Other associated duties as required.
- Support the Social and Video Leads with coordination on collaborations with News Digital, Audio, World News (TV) and other sources as appropriate; attend planning meetings as necessary and provide planning support on major events and feature stories.
- Monitor daily trends, news moments and performance to inform commissioning decisions



- Assist with oversight of Video across native and third-party platforms, such as the SBS News website and App, on social platforms such as YouTube, TikTok, Instagram, Facebook and X (including comment moderation consistent with community guidelines, legal and code obligations), and on third party distributors such as Apple News and LinkedIn.
- Use data/analytics to review content performance to deliver on Key Performance Indicators (KPI's). Communicate digital performance data to the video team, wider digital and other invested teams, and utilise these insights in commissioning and editorial decision making.
- Participate as necessary in video/digital strategy, planning, monitoring, evaluation and other activities as required.
- Engage in clear, regular and open communication with team members, which includes
 - News Video team, Social team, digital leads, news and current affairs wider teams, Digital Audio team, and World News and wider division teams. to bring across digital developments and manage digital video content including pitches for online and video stories
 - Liaising with the News Digital team to ensure editors are aware of content publishing schedule
- Liaise with SBS teams including ALC and NITV for content planning and co-ordination

Digital Skills and Delivery

- Strong knowledge of SEO, monitoring and assessing audience trends, deep knowledge of third party platforms: audiences and modes of operation
- Ensure content is engineered for performance across all platforms including the use of graphics, optimised headlines, SEO, and optimum content length, in consultation with Digital strategy and key internal stakeholders
- Ability to make data-informed editorial decisions
- Publish stories via SBS's video and social and third party platforms, and monitor story performance via tools such as Chartbeat and Adobe, native social and other third party tools to maximise content performance.
- Video editing skills and proficiency with content creation platforms is preferred

Team fit

- Strong editorial judgement, creative, attention to detail, positive collaborator.

Minimum requirements of the role

- Demonstrated editorial experience in digital journalism, with emphasis on video and social, with demonstrated experience overseeing international and national news content and navigating coverage of complex topics
- An understanding of journalistic ethics and media law, and experience of putting this into practice
- Awareness or experience with content verification including misinformation/disinformation
- A thorough knowledge of international affairs and national affairs and ability to provide guidance to producers on coverage across these areas
- An understanding of the aims and objectives of SBS, including [the SBS Charter](#)



- Experience in digital production, including familiarity with CMS's, engineering content for performance, such as thorough SEO, and managing third party platforms
- Understanding and interest in digital platforms including producing content for social and distribution platforms.
- Ability to make data informed editorial and content decisions
- Well-developed written and verbal communication skills, with good interpersonal skills and strong leadership qualities.
- Journalism degree or equivalent

Key relationships with other roles and external stakeholders

- All Digital Video Producers/Journalists and Social Producers
- World News Reporters, World News National and International Editors, World News senior producers
- Build and maintain good relationship with members of adjacent and wider teams including broadcast, Digital Current Affairs, Digital Audio, and wider SBS family including ALC, INACA/NITV, World News.

Key Capability

Capability	Level	Behaviour
<u>Coaching</u> <u>(People Leader Capability)</u>	Function	<ul style="list-style-type: none">• Plays the role of coach• Consistently identifies opportunities for coaching• Knows when and how to use coaching methodologies• Acknowledges individual differences and leverages strengths• Establishes the agenda of the coachee before one's own• Considers how the staff they are coaching (the 'coachee') can raise self-awareness• Facilitates the coachee to explore options and take ownership• Reads verbal and non-verbal cues to gain commitment to action• Sets the example for ethical behaviours in all coaching interactions
<u>Collaboration</u>	Function	<ul style="list-style-type: none">• Draws all team members into active and enthusiastic participation• Ensures team members work towards common goals• Offers to help others achieve their goals where appropriate• Speaks of team members positively• Makes personal effort to treat all team members fairly



		<ul style="list-style-type: none">• Publicly credits team members who have performed well• Genuinely values team members' input and expertise• Keeps team members informed and up-to-date regarding work in progress• Sets the example for team qualities, such as respect, helpfulness and co-operation
<u>Communication</u>	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
<u>Decision Making</u>	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
<u>Interpersonal Sensitivity</u>	Function	<ul style="list-style-type: none">• Shows attention to what is being said and interprets it without assumptions• Encourages others to understand the attitudes, needs and perspectives of others• Is sensitive to verbal signals in group situations• Is sensitive to the unspoken thoughts, concerns or feelings of the team• Listens and observes to understand, predict and prepare for others' reactions• Mediates conflict resolution tactfully among team members• Understands the impact of internal politics on interpersonal relationships
<u>Relationship Building</u>	Function	<ul style="list-style-type: none">• Develops strong internal and external networks to assist with mutual goals• Encourages others to develop strong internal and external networks• Uses key relationships to facilitate the achievement of team goals• Role models effective collaborative networking



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
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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.