

Job Description

20 February 26



National TV & Digital Sales Manager SBS Media

Reports to: Director of Media Sales

Direct reports to this position: NSW State Sales Manager; VIC State Sales Manager; QLD State Sales Manager; SWA State Sales Manager; National Digital Sales Manager (5)

SBS Values, Vision and Purpose

The National TV & Digital Sales Manager 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 – SBS Media

Our Vision: *We are the most loved and trusted media team, inspired by diversity to create extraordinary experiences.*

Our Purpose: *Giving a voice to brands in our diverse world.*

Role Purpose

The National TV & Digital Sales Manager leads revenue growth across SBS's national TV and Digital portfolio in an increasingly fragmented, data-driven and performance-focused market.



Working within the SBS Media Sales leadership team, the role sets and executes clear growth strategies to protect and grow share, maximise yield and accelerate digital revenue. It drives smarter use of audience data, automation, insights and CRM to strengthen client outcomes and sales effectiveness.

With a strong commercial lens, the role proactively monitors performance, identifies risks and opportunities early, and takes decisive action to unlock revenue across linear, digital and audio platforms.

All responsibilities are delivered in alignment with SBS's Charter, Vision and Values, fostering a high-performance, accountable and collaborative sales culture.

Main Responsibilities

Enterprise & Sales Leadership & Collaboration

- Align National Sales team goals with broader strategic objectives, managing complex stakeholder relationships, and ensuring sustainable, long-term growth
- Build and lead a high-performance, sales-driven culture across SBS.
- Set clear standards, drive accountability, and create urgency and momentum.
- Lead from the front with hands-on involvement in key opportunities.
- Foster strong cross-functional partnerships to drive integrated revenue outcomes.

Revenue Growth & Commercial Performance

- Drive revenue growth through active prospecting, deal leadership and direct involvement in major opportunities.
- Lead key pitches, negotiations and commercial turnarounds.
- Deliver annual TV and Digital revenue targets across BVOD, Linear, Radio and Digital Audio.
- Intervene early in underperformance and unlock new revenue opportunities.

Innovation & Market Positioning

- Evolve SBS's sales brands and commercial propositions.
- Translate content, data and audience strengths into compelling go-to-market solutions.
- Develop new products and packages to outperform market conditions.

Market & Strategic Relationships

- Build and hold senior relationships with agencies, clients and industry partners.
- Position SBS as a confident, solutions-led commercial partner.
- Strengthen partnerships across agencies, brands, tech and data providers.

Financial & Operational Accountability

- Deliver monthly, quarterly and annual budgets and revenue share targets.



- Manage resources and headcount within approved plans.
- Partner on trading strategy, forecasting and operational efficiency.

Minimum Requirements

- 7+ years' experience in advertising sales.
- Proven senior sales leadership with sustained revenue growth.
- Strong experience in high-value, complex sales environments.
- Deep understanding of TV and Digital, with a focus on the digital future of broadcast media.

Key relationships with other roles and external stakeholders

Internal

SBS Executives

Drive SBS-wide commercial outcomes by working in lockstep with senior leaders across:

- TV and Online Content
- Marketing
- People and Culture
- Technology

Media Sales Team

Set direction, raise standards and hold leaders and teams accountable for delivering divisional targets and sustaining a high-performance sales culture.

CulturalConnect

Leverage insights, data and services to sharpen commercial propositions and strengthen client solutions.

External

Marketers, Clients and Advertising Agencies

Act as a senior commercial leader in market, building deep, influential relationships that grow revenue, expand share and reinforce SBS's credibility and impact.

Key Capability



Capability	Level	Behaviour
<u>Coaching</u>	Organisation	<ul style="list-style-type: none"> • Creates links between coaching objectives and organisational strategies • Sets benchmark standards related to coaching practices • Role models above benchmark coaching values and behaviours • Gains organisational commitment to support a coaching culture • Encourages a high-performing coaching culture
<u>Collaboration</u>	Organisation	<ul style="list-style-type: none"> • Encourages collaboration (sharing of responsibility & information) across all levels of SBS • Promotes a climate of respect, helpfulness and co-operation across all levels of SBS • Encourages high-level stakeholders to work towards common business goals (ie, across functions) • Sets the example for qualities such as respect, helpfulness and co-operation across the entire organisation
<u>Innovation</u>	Organisation	<ul style="list-style-type: none"> • Scans the environment for strategic opportunities to benefit SBS • Generates new ideas and innovative opportunities which move SBS forward • Is always thinking of the future positioning of SBS • Sponsors the development of creative business strategies • Promotes a culture that nurtures, recognises and rewards creativity & innovation
<u>Learning Orientation</u>	Organisation	<ul style="list-style-type: none"> • Initiates learning and development activities to support organisational strategies • Thinks about ideas and perspectives that challenge organisational and • competitor strategies • Understands complex concepts and new information • Cultivates a learning and development culture
<u>Relationship Building</u>	Organisation	<ul style="list-style-type: none"> • Identifies strategic alliances/networks to facilitate the achievement of organisational objectives • Uses key relationships to seek information of strategic importance • Uses key relationships to gain access to sources of influence to support organisational strategies • Manages stakeholder (shareholders, government and industry bodies, business partners, board members etc) interests • Promotes nurturing positive working relationships across all levels of SBS
<u>Results Focus</u>	Organisation	<ul style="list-style-type: none"> • Strives to improve organisation and market performance



		<ul style="list-style-type: none">• Ensures strategic initiatives are completed within designated timeframes• Fosters a culture that sustains excellence• Confronts obstacles in order to minimise their impact on organisational performance• Promotes the importance of meeting financial objectives across the business
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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.