

Job Description

July 2025



Digital Editor/Journalist News and Current Affairs

Reports to: Digital News Editor, Deputy News Editor or delegate

Level 3

Direct reports to this position: May have direct reports (Digital Journalists, Casuals)

SBS Values, Vision and Purpose

The *Digital Editor/Journalist* 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. It is our role to deliver depth and analysis to help our audiences understand often complex issues. We also showcase stories from within our many communities that reflect constructively on multiculturalism & Indigenous affairs.

Role Purpose

The Digital Editor/Journalist is responsible for the daily journalism across SBS News' digital platforms. This role is responsible in working with a high level of autonomy to undertake a range of journalism and content production tasks for SBS News Digital. The Digital Journalist/Editor is rostered into shifts with different briefs: Digital Editor and Digital Journalist shifts.

The Digital Editor/Journalist is responsible for producing content that provides clear, accurate and compelling coverage of major international and domestic news, with special reference to SBS's remit. This content should be devised and executed in a way that resonates and performs for SBS audiences.



The Digital Editor/Journalist will have a passion for news coverage, including daily and breaking news, live blogs explainers, case-study led stories and features that enable audiences to understand their world and each other better. They will have high journalistic standards and the ability to file clear copy with accuracy, balance and that adheres to SBS Editorial Guidelines and Code of Practice.

Daily tasks include monitoring news, pitching, researching, writing and producing accurate and balanced content for SBS News website and app (and associated audiences including Apple and social audience). Along with identifying key stories for coverage, the digital editor/journalist will keep audience interests and needs front of mind and using performance data to inform story ideation, angles and hooks, production and content reviews.

The Digital Editor/Journalist pitches distinct content that enables a point of difference from other outlets, writes in accessible language and is able to communicate complex stories to a broad audience, all while keeping the SBS Charter and purpose in mind.

The Digital Editor will regularly use and interpret analytics, and will understand how different written formats perform in relation to different audience needs at different consumption times, as well as the function and performance of notifications and newsletters. They will understand how audiences are discovering SBS News content, and will factor the discovery journey in how they approach stories.

The digital editor/journalist will have a collaborative mindset, actively seeking story opportunities with teams across NACA (TV, Audio, Video, Social), and will be curious and open to learning skills for storytelling on different digital platforms..

The successful candidate will be comfortable in delivering to KPIs, take informed and calculated risks and decisions, implement the NACA Digital editorial strategy, embrace and enable inclusion, be creative, and lastly, be a change agent within the business, reflective the nature of ongoing digital transformation,

Main Responsibilities

Journalism and Content Production

Undertake and/or assist with a range of journalism and content production tasks to compile content for SBS News Digital.

In Digital Editor shifts, the Digital Editor/Journalist will require the ability to:

- Curate the SBS News homepage and take responsibility for crafting and sending app notifications, including in breaking news scenarios.
- Select and produce the most relevant news stories from agency and SBS sources, re-writing and crafting them for a curious audience seeking greater understanding, in line with SBS Editorial Guidelines and Code of Practice
- Monitor news and trending stories via wires, agency feeds, podcasts/radio bulletins, social feeds, google trends and news channels and identify relevant stories to action
- Play an active role in breaking news coverage, including writing, producing and publishing breaking news to site, commencing, managing or contributing to the live blog, sending alerts and triggering social posts, fact-checking and cross-referencing with other NACA teams, communicating key information to NACA teams where appropriate and assisting the News Editor or Deputy News Editor in breaking news coverage.



- Assign reporters to news stories on mornings, evenings and weekends (at times when the News Editor or Deputy News Editor are not rostered)
- Lead the daily editorial agenda in the absence of the News Editor and Deputy News Editor, particularly during early mornings, evenings and weekends.
- Oversee and publish content off site such as to Google Showcase, Apple News, newsletters and app and Apple push notifications.
- Sub copy as and when necessary, while adhering to SBS Codes and Guidelines

In Digital Journalist shifts, the Digital Editor/Journalist will require the ability to:

- Pitch, plan, prepare, assess, research, write, edit and produce news, original and feature content, in a timely and accurate manner, that enhances the distinctive content of SBS, corresponds to the SBS News digital strategy, the SBS Charter and identity and adheres to SBS values of balance and accuracy
- Identify key news stories and pitch ideas that provide audiences greater understanding, lean into audience curiosity and align with SBS's distinctiveness
- File copy to deadlines and scale story approach to needs of the day or timeliness of story
- Proactively identify talent (experts and case studies), seek distinctive voices and showcase different perspectives, source comments within deadlines
- Ability to pitch and execute short turnaround, mid length and longer lead story ideas

Across both shifts, the Digital Editor/Journalist will require the ability to:

- Conduct thorough news gathering with a strong awareness of online story trends and newsgathering tools, and be thoroughly across major international and national news stories
- Be fully adept with content management systems be adaptable to new tools, platforms and technology
- Proactively collaborate with NACA team members, inside and beyond the news digital team
- Contribute to and play an active role in projects for the continued improvement of our content offerings
- Participate in team meetings as required including, but not limited to, planning, content reviews and audits.
- Be open to acquiring skills on different digital platforms, and perform other content and production tasks as required

Digital Skills and Delivery

- Ensure content is engineered for performance including the use of multimedia assets, graphics, optimised headlines, SEO, and optimum content length, in consultation with the News Editor and other senior members of the team
- Liaise with the News Editor and Deputy News Editor 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
- Understand the power of onward journeys and select relevant content to augment a written story including video assets and embeds, read more links, podcast embeds.
- Provide a visually rich experience for the audience, including collection and commissioning of lead images and seek opportunities for data and story visualisation within content
- Be proactive in resurfacing evergreen content, including reframing, linking, updating and republishing



- Demonstrate understanding of value and use of digital metrics, monitor story performance via tools such as Chartbeat and Adobe, recommend changes to headlines, structure, SEO optimisation based on real time and historical data, engage in performance feedback.
- Use in house and third-party tools such as such as Canva, Flourish, and others, including social tools where necessary.
- Be tuned into developments in digital publishing and content trends to continually improve the audience experience and enable us to remain relevant to audiences

Team Fit and Key Requirements

- Passion for daily news coverage, strong journalistic and copy writing skills. empathetic, adaptable, confident to assume responsibility, collaborative communicator

Administration, Training and Teamwork

- Availability to be rostered for shift work, including weekday and weekends
- Provide feedback to reporters/journalists and others on content performance, engineering and optimisation
- Undertake production responsibilities, professional development and training as required
- Assist in training of cadets, junior staff, casuals and other journalists and editors as required, including onboarding
- Proactive communicator with NACA team members

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

- University degree in Journalism
- 3+ years digital journalism experience

Financial accountability (Provide the budget/amount responsible for)

\$0

Key relationships with other roles and external stakeholders

- Digital News Editor, Deputy News Editor, National Editor (TV), Evening Editor (TV), International Editor (TV), Desk Editors (Audio), Digital Current Affairs Lead
- Digital journalists and editors in News Digital team,
- Digital leads across Audio, Social, Video, Digital Current Affairs
- Journalists and producers across Audio team, Social and Video team, TV team and Digital Current Affairs team
- Other NACA, ALC and NITV staff



Key Capability		
Capability	Level	Behaviour
<u>Collaboration</u>	Self	<ul style="list-style-type: none">• Displays a genuine intention to work co-operatively with others• Offers to help others achieve common goals• Makes an effort to understand the goals of others• Shares all relevant or useful information
<u>Communication</u>	Self	<ul style="list-style-type: none">• Uses appropriate grammar• Uses appropriate vocabulary• Uses a suitable tone• Speaks at a suitable pace• Speaks clearly using minimal language• Changes language to suit audience• Provides full responses to questions• Provides accurate responses to questions
<u>Decision Making</u>	Self	<ul style="list-style-type: none">• Makes decisions in situations that are well defined• Makes decisions that impact own area of responsibility• Weighs up alternatives according to their likely impact• Weighs up alternatives according to their likely impact on others• Makes decisions in a timeframe appropriate to the work goal• Readily makes decisions when faced with unfamiliar circumstances
<u>Interpersonal Sensitivity</u>	Self	<ul style="list-style-type: none">• Is attentive towards others and seeks to understand the viewpoint of others (in terms of perspectives, attitudes, interests and position)• Recognises the needs and motivations of others• Is sensitive to verbal cues in one-on-one interactions• Is sensitive to non-verbal cues in one-on-one interactions• Understands implicit and explicit emotions• Is respectful towards others & provides a reassuring presence
<u>Planning and Organising</u>	Self	<ul style="list-style-type: none">• Plans and prioritises own tasks and activities• Establishes short-term plans• Organises resources and activities to meet short-term plans• Recognises the need for deadlines• Meets established deadlines



<u>Relationship Building</u>	Function	<ul style="list-style-type: none">• Establishes a connection with others• Builds friendly, warm relationships that are mutually beneficial• Maintains ongoing relationships that are mutually beneficial• Shares relevant information with others• Recognises the value of building and maintaining relationships• Helps others achieve common goals• Openly communicates with others
------------------------------	----------	---

Workplace Health & Safety

- 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
 - Work Health & Safety Act (Cth) Regulations 2011
 - National Standard for Manual Tasks 2007
 - National Code of Practice for the Prevention of Musculoskeletal Disorders Caused From Performing Manual Tasks
- 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 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.