

Job Description

7 April 26



Digital Video Journalist / Producer News and Current Affairs - Level 2

Reports to: Digital Video Lead

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Digital Video Journalist/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 – NACA

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.

Also key is to showcase stories from within our many communities that reflect constructively on multiculturalism & Indigenous affairs.

Role Purpose

The Digital Video Journalist/Producer will be responsible for pitching, creating and publishing news video content for SBS News third-party and owned platforms. The role requires innovative, organised and motivated approach to storytelling.



This person will use their skills in journalism, social media production and strong news sense to create content intended to inform, educate, entertain and engage SBS News digital audiences.

Main Responsibilities

Main tasks of the role

Journalism and Content production

Undertake a range of journalism and content production tasks to create video content including daily pitching, production, presenting where applicable, editing, optimisation and publishing for SBS News third-party and owned platforms.

Editorial tasks

- Identify, edit and publish news video in a timely fashion including reversioning SBS World News video assets when needed, including breaking news
- Submit videos and scripts to deadline, including accompanying text such as headlines/titles, sells and descriptions which adhere to the SBS Codes of Practice, and SBS News editorial standards and guidelines
- Script, shoot, source/download, verify and edit own, and other journalists, work as needed under general supervision and editorial guidance
- Ensure work is commissioned, subbed and checked by the Video/Social Supervising Producer, Digital Video Lead or senior editorial team member before scheduling or publishing
- Work within the SBS News strategy framework
- Demonstrate up to date knowledge and awareness of national and international news stories impacting and of interest to Australian audiences
- Contribute to daily editorial meetings with constructive input and achievable pitches for SBS News audiences
- Refer up any potential editorial or legal concerns with the Video and Social Supervising Producer and the Digital Video Lead and others as required

Digital tasks and responsibilities

- Submit work with best practice optimisation applied per platform
- Produce and output live streams via SBS Wirecast Devices for SBS News third-party and owned platforms
- Contribute to NACA digital KPIs



- Use third-party and internal analytics and performance reporting to inform pitches, use analytics to inform content decisions and improve performance when required
- Monitor and study trending storytelling techniques across third-party platforms - pitch and incorporate into coverage where appropriate
- Contribute ideas for storytelling formats aligned with platform trends, shooting and editing techniques aimed at publishing engaging and platform-appropriate content on SBS News third-party platforms which is appropriate and aligned with SBS editorial standards
- Maintain organised video files and projects in accessible SBS network drives to ensure smooth handovers and repurposing for other team members

Team tasks and responsibilities

- Working closely with the SBS News Video Lead, Social Lead, Supervising Producer, and a team of highly passionate video and social producers, and journalists
- Engage in clear, respectful and open communication with team members, upholding SBS values, adhering to SBS Codes of Practice, Editorial Guidelines and NACA Style Guidelines
- Support and collaborate with News Digital and SBS World News journalists, producers and video editing team to produce feature videos when needed
- Support and collaborate where possible with ALC, NITV, Sport and SBS Central Social to produce or publish collab videos when needed

Minimum requirements of the role

- Minimum 2 years newsroom journalist and/or producer experience, including demonstrated experience in vertical video production
- Video editing experience on Adobe Premiere Pro or similar required
- Social media experience highly desired
- Sound editorial judgement with guidance from senior team members
- Self-aware and empathetic team player with a strong understanding of social media and digital video content and platform
- Versatile journalist/editor who thrives in a fast-paced news environment
- As part of our recruitment process, SBS may review information that is publicly available online, including social media profiles, in line with privacy and anti-discrimination laws.

Key relationships with other roles and external stakeholders

- Digital Video Lead, Social Lead, Supervising Producer and Social/Video journalists and producers



- NACA Digital Leads, journalists and producers across writing team, audio team and Current Affairs teams
- SBS World News journalists, producers and video editing team
- NITV, ALC, Sport and Current Affairs staff
- Operations support staff including NewsAdmin, Technology, Design, Central Social

Key Capability		
Capability	Level	Behaviour
<u>Coaching</u> (People Leader Capability)	Self	<ul style="list-style-type: none"> • <i>Is self-aware and understands own barriers to learning</i> • <i>Shows willingness to overcome personal challenges to learning</i> • <i>Improves performance by applying new skills</i> • <i>Seeks regular feedback</i> • <i>Identifies performance barriers in peers</i> • <i>Applies active listening with patience and openness</i> • <i>Knows when and how to use open and closed questions</i> • <i>Exhibits a coaching style when working with others</i>
<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



		<ul style="list-style-type: none">• 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>Relationship Building</u>	Self	<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

[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 specific roles within NACA]

The following positions are responsible to reviewing and escalating/ approving WHS Risk Assessments of planned activities (productions or assignments) that will be undertaken by SBS to ensure the health and safety of workers involved:

- Business Manager Sport and NACA

The following positions are responsible for assessing /documenting WHS risk for SBS planned activities (productions or assignments) to identify and implement adequate controls to ensure the health and safety of workers involved:

- Production Coordinator
- Production Manager
- Production Assistant



- Senior Production Manager