

Social & Editorial Producer, SBS Food TV & Online Content

6 May 2026

Reports to: Managing Editor, SBS Food

Direct reports to this position: N/A

SBS Values, Vision and Purpose

This editorial producer for SBS Food is responsible for undertaking its 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 TV & Online Content

To make SBS Australia's most distinctive media organisation focused on delivering a clear promise to our audiences, to inspire them to seek out different perspectives, to feel a sense of connection, belonging and empowerment.

Role Purpose

The Social and Editorial Producer is responsible for producing editorial and publishing content across SBS Food digital platforms. This includes creating engaging social videos, unique articles, content management, generating story ideas, producing and scheduling to social media platforms and collaborating with other departments, personnel and external contributors to ensure efficient use of resources to maximise our publishing capacity.

This role involves content marketing and newsletter creation, social video and content production, internal and external stakeholder management as well as supporting our SBS Food and Network commissions and productions.

Main Responsibilities

Main tasks of the role

- 1.** Shoot, edit, and produce high-quality social video content for Facebook, Instagram, TikTok, and YouTube.
- 2.** Project manage cross-platform content deliverables for SBS Food Programs and SBS Food Online projects, liaising with relevant stakeholders, ensuring smooth and continuous coverage in support of Commissioned Programming, SBS On Demand programming and SBS Food editorial goals.
- 3.** Manage, write, sub-edit and commission editorial and manage recipe content for SBS Food programming, projects and wider campaigns. This includes writing, editing and publishing articles, listicles and recipes.
- 4.** Support our SBS Food social video strategy; write engaging and innovative social copy while supporting our social platform schedules and content output. Have a keen understanding and interest in social engagement and trends.
- 5.** Commission and supervise freelancers and content creators for SBS Food-related projects.
- 6.** Moderate comments across Food social platforms and digital properties (including the website and social media channels) and field queries from Audience Relations.
- 7.** Content curation for any of our weekly Food newsletters and wider SBS Network Priorities and Event campaigns.
- 8.** Strong communication skills to confidently liaise with relevant stakeholders. (Including TV, Audio, Marketing, Publicity, and Enterprise Digital Services).
- 9.** Work closely with Marketing to promote key Food Programs across Food and On Demand properties (including the website and social media channels). Liaise with the wider editorial team to ensure Food content is well-represented across the SBS Network.

10. Support the SBS Food team across our digital and social video output and management of all editorial projects to ensure SBS Food video content is effectively created, used and cross-promoted across all SBS platforms.
11. General administration duties, including managing freelancers, budgets, timelines, contracts and invoicing.

Minimum requirements of the role

Editorial & development

12. A genuine interest and knowledge of food and lifestyle content. Chefs, restaurants, the Australian food landscape, food trends and storytelling.
13. Minimum 3-years' experience in a similar editorial and social content production role with a genuine interest and knowledge of SBS Commissioned TV Content and SBS Food.
14. Thorough knowledge of social media publishing and publishing trends as well as a keen eye on data.
15. Creating fun and innovative editorial and social content for SBS Food. Proven ability to shoot, edit, and produce high-quality social video content for Facebook, Instagram, TikTok, and YouTube is essential.
16. Management of social and digital media content plans for SBS Food campaigns and events.
17. Experience with implementing new publishing tools and exploring new content formats and styles.
18. Solid editorial and writing skills.
19. Sound understanding of recipe content and editing.
20. Thorough journalism experience, an advantage.
21. CANVA, CMS, MMS, Adobe experience, an advantage.
22. Adaptability to the changing media environment.

Communication and Organisation

23. Excellent written and verbal communication skills.
24. Organisational skills with fine attention to detail
25. Ability to coordinate with internal and external stakeholders.
26. Strong interpersonal skills with the capacity to work as a member of the SBS Food editorial team with collective responsibility for the editorial output for SBS Food platforms.

Signature Certificate

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