

# Digital Producer, NITV

**Reports to: Digital Platforms Manager (NITV)**

**Direct reports: Nil.**

## SBS Values, Vision and Purpose

*The Digital 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 – NITV

**Vision:** *To be recognised as having meaningful and positive impact on the lives of Aboriginal and Torres Strait Islanders.*

**Purpose:**

- *Support and strengthen the oldest living culture in the world.*
- *Celebrate and champion the place of unique, inspiring storytelling through Indigenous voices.*
- *Share Culture, language and lessons today to develop strong leaders and champions tomorrow.*
- *Use our strengths to foster change, champion equality and make an impact.*
- *Build a legacy of strong, sustainable Indigenous Media for the future.*

## Role Purpose

The Digital Producer is responsible for creation and delivery of engaging digital content across digital platforms, including article writing and digital video content.

While maintaining expertise in digital content production, this role contributes to content development under direction from Digital Leads and the Digital Platforms Manager. You will work to support execution of team priorities, to deliver projects that align with overarching business

objectives and NITV's unique identity. You are skilled in delivering content that is not only timely and impactful but also strategically designed to deepen audience engagement across diverse digital formats.

## **Main Responsibilities**

NITV is Australia's national free-to air Indigenous television channel which celebrates Indigenous storytelling, challenges perceptions, and facilitates quality debate, through distinctive content that connects Australians to the oldest continuous culture on the planet.

The duties of this position will be reviewed as NITV's business systems, work practices and workflows are aligned with SBS's existing operations. This may result in changes to the duty statement to ensure this role accurately reflects future NITV work arrangements and practices relative to existing positions of a similar nature in SBS.

## **Main tasks of the role**

- Contribute creative ideation in NITV Digital team forums and business priority pipelines. This can include, content creation, vodcast series and/or platform-specific strategies.
- Support the delivery of digital content aligned to briefs and plans targeting platform-specific growth, audience retention and third-party content consumption.
- Attend daily and project-based meetings, contribute and identify digital content opportunities aligned with digital trends and audience insights.
- Work with guidance from NITV Digital Leads and Digital Platforms Manager to align creative outputs with broader NITV Digital strategies, project management frameworks and digital editorial identities.
- Apply audience insights, digital landscape knowledge and data to pitch original ideas that meet KPIs and pioneer new digital storytelling formats for NITV
- Produce engaging digital content across various formats, primarily in digital video, but also includes article writing, and graphic design from inception to completion.
- Align all digital content - written or visual - to SBS Editorial codes, cultural protocols, and the SBS Charter.
- Support effective digital content creation across NITV teams, including, Commercial, News and Current Affairs (INACA), Programming, Acquisitions, Internal Productions and Commissions.
- Publish digital content to multiple platforms through digital platforms (such as Facebook, Instagram, TikTok, YouTube, LinkedIn, NITV website) and content managements software (Sprout, Later)
- Create digital content and videos to agreed deadlines, working with an "output mindset" to ensure consistent delivery across all NITV digital platforms
- Be aware of cultural sensitivities and practices to ensure all storytelling upholds the highest standards of cultural respect.
- Ensure digital content adheres to SBS' Editorial codes and guidelines and serves the SBS charter.
- Maintaining up-to-date knowledge of how SBS & NITV divisional strategies fit within the Australian television & media landscape.

- Stay ahead of digital media landscape trends to support NITV's positioning in Indigenous digital storytelling and technical innovation.

### ***Minimum requirements of the role***

- 2-3 years hands-on experience in digital content production, with a proven track record in a creative lead capacity. A portfolio or showreel of previous work is a plus.
- Demonstrated ability to create digital content, with a primary focus on digital video production, article writing experience is a nice addition.
- Experience in digital media production and storytelling skills, and sound editorial judgement.
- Demonstrated understanding of the digital and social media landscape, including trends in video and platform success.
- An understanding of how to optimize content for different digital platforms and a willingness to help shape platform-specific strategies.
- Demonstrated ability to pitch original ideas and be able to ideate and create digital content that will make engaging and on-charter content outputs.
- Demonstrated proficiency in video content production using Adobe Creative Suites Premiere Pro or equivalent software (skills with After Effects and Photoshop are a plus)
- Demonstrated proficiency in graphics production for digital media (Canva preferred)
- Demonstrated experience on production shoots for digital video projects, as well as end to end execution from ideation to publish of video projects.
- Excellent eye for detail and be able to work to tight deadlines.
- Good understanding of creative rights management, Indigenous Cultural and Intellectual Property rights.
- Knowledge of Indigenous affairs from a current and historical perspective
- Awareness of and sensitivity to Aboriginal and Torres Strait Islander cultural protocols and permissions, especially as they relate to news/media

### ***Key relationships with other roles and external stakeholders***

- NITV Original Digital Team
- INACA (News and Current Affairs) Digital
- NACA Digital
- SBS Central Social Team
- SBS Food Social Team
- SBS Sport Social Team
- SBS News Social Teams
- ALC Social Teams
- Audience Data & Insights
- TV and Online Content Team