

# Job Description

13<sup>th</sup> May 2026



## Group Sales Manager NITV, SBS Media

Reports to: National Sales Manager NITV

Direct reports to this position: Sales Executive and shared Sales Coordinator

Created by: National Sales Manager NITV

### SBS Values, Vision and Purpose

*The Group Sales Manager NITV 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 Group Sales Manager NITV is responsible for driving and implementing the NITV Sales strategy to grow national revenue, driving KPI's, premium customer service and achieving the Sales teams goals and business priorities.*

*With a strategic outlook, the position is required to work closely with the National Sales team to achieve results consistent with the divisional goals.*



## **Main Responsibilities**

### ***Main tasks of the role***

- Implementation of NITV and Digital sales strategies in line with Divisional and Corporate Plans.
- Actively solicit, negotiate and execute advertising agreements between clients and NITV.
- Achieve NITV TV & Digital annual budget.
- Grow the sales revenue from NITV, in line with, or exceeding, the market advertising growth.
- Co-ordinating and being involved in marketing and sales presentations and promotions to advertising agencies, and clients to the channel.
- Coach and motivate Sales Coordinator and Sales Executive in line with SBS's values and purpose
- Provide weekly accurate and timely forecasts on achievement to budgets and NITV goals
- Maintain and grow client portfolio within Agencies and Direct businesses
- Proactively maximize revenue opportunities through cross platform sponsorships, identifying clients marketing challenges and working with internal resources to provide solutions
- Continually develop knowledge and expertise, including marketing expertise, First Nations business knowledge, researching tools and techniques, and the competitive environment
- Entertain clients both during and outside of standard work hours
- Consistently work towards the achievement of "Premium Customer Service"
- Pro-actively work with the SBS Cultural Connect (Brand Partnerships) team and all inter-state sales team to service the national clients
- Develop effective and creative responses to briefs, in a timely manner.
- Achieve minimum face to face meetings and presentations to current and potential advertising clients in accordance with set KPI's.
- Provide a positive can-do attitude and contribution as a team member

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

- As an SBS Manager, demonstrate a positive and enthusiastic understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.
- Experience in and an ability to role model SBS's values and develop a positive business focused culture at SBS through:
  - Fostering a positive, healthy and proactive workplace;
  - Effectively communicating and building relationships
  - Building effective teams by developing people, teamwork and encouraging performance and business results.



### Management and Leadership

- Demonstrated experience in managing a team
- Provide a clear sense of direction to Direct reports
- Select, develop and mentor employees and monitor and review their performance.
- Assume responsibility for Sales executive and assistants' team
- Contribute to the management of the National NITV Sales budget
- Behave in an honest and transparent manner

### Media Sales Management

- Minimum 5 years demonstrated experience in sales management in mainstream media, successfully meeting set sales budgets
- Experience of sales in a multi-platform environment. (Digital, TV and Solution selling)
- A history of results and strong relationships at a senior level in media agencies
- Experience in developing or implementing and maintaining systems to monitor and report on sales team performance
- Demonstrated ability to juggle competing priorities to meet set targets/outcomes in a deadline driven environment.
- Well-developed interpersonal, verbal and written communication (including presentation) and negotiation skills

#### Other

- Experience in using Microsoft Office Suite
- Hold a current Australian drivers licence

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

- Clients and Agencies
- Internal Staff

Key Capability		
Capability	Level	Behaviour
<u>Coaching</u>	Function	<ul style="list-style-type: none"> <li>• Plays the role of coach</li> <li>• Consistently identifies opportunities for coaching</li> <li>• Knows when and how to use coaching methodologies</li> <li>• Acknowledges individual differences and leverages strengths</li> <li>• Establishes the agenda of the coachee before one's own</li> <li>• Considers how the staff they are coaching (the 'coachee') can raise self-awareness</li> <li>• Facilitates the coachee to explore options and take ownership</li> <li>• Reads verbal and non-verbal cues to gain commitment to action</li> <li>• Sets the example for ethical behaviours in all coaching interactions</li> </ul>



<u>Collaboration</u>	Function	<ul style="list-style-type: none"> <li>• Draws all team members into active and enthusiastic participation</li> <li>• Ensures team members work towards common goals</li> <li>• Offers to help others achieve their goals where appropriate</li> <li>• Speaks of team members positively</li> <li>• Makes personal effort to treat all team members fairly</li> <li>• Publicly credits team members who have performed well</li> <li>• Genuinely values team members' input and expertise</li> <li>• Keeps team members informed and up-to-date regarding work in progress</li> <li>• Sets the example for team qualities, such as respect, helpfulness and co-operation</li> </ul>
<u>Innovation</u>	Function	<ul style="list-style-type: none"> <li>• Encourages team/function to generate new and original ideas</li> <li>• Suggests modifications to processes and procedures to improve current performance</li> <li>• Offers original solutions that facilitate the achievement of team/functional goals</li> <li>• Considers new concepts as potential opportunities</li> <li>• Participates in ongoing activities/taskforces to develop creative initiatives</li> <li>• Recognises and rewards creativity and innovation</li> </ul>
<u>Learning Orientation</u>	Function	<ul style="list-style-type: none"> <li>• Actively pursues learning and development opportunities for self and team/function</li> <li>• in order to achieve results</li> <li>• Seeks continuous improvement</li> <li>• Actively seeks out novel ideas and perspectives that fall outside own realm of experience</li> <li>• Understands new skills and experiences quickly</li> <li>• Learns from the positive and negative experiences of others</li> <li>• Seeks feedback on the performance of the team</li> </ul>
<u>Relationship Building</u>	Function	<ul style="list-style-type: none"> <li>• Develops strong internal and external networks to assist with mutual goals</li> <li>• Encourages others to develop strong internal and external networks</li> <li>• Uses key relationships to facilitate the achievement of team goals</li> <li>• Role models effective collaborative networking</li> </ul>
<u>Results Focus</u>	Function	<ul style="list-style-type: none"> <li>• Encourages team members to make specific changes in work methods or practices to improve performance</li> <li>• Encourages team members to seek alternative possibilities when faced with obstacles</li> <li>• Ensures team members persevere with responsibilities to ensure project completion</li> <li>• Streamlines processes and procedures to ensure efficient outcomes</li> <li>• Strives to identify and minimise barriers to excellence</li> </ul>



		<ul style="list-style-type: none"><li>• Ensures own &amp; team responsibilities are completed within designated timeframes</li></ul>
--	--	--

## 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.