

Job Description

18 May 26



Digital Production and Content Trainer Audio & Language Content

Reports to: Training & Editorial Standards Manager

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The [Digital Production and Content Trainer](#) 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 – ALC

We inspire social cohesion by connecting communities through multilingual conversations, helping everyone feel at home in Australia.

Role Purpose

The Digital Production and Content Trainer designs, promotes, and delivers training programs to support ALC Producers. These programs equip staff with the skills required for editorial and content production, including the use of production technologies, supporting both new starters and ongoing professional development.



Main Responsibilities

Training

- Deliver end-to-end content production training across audio, digital and social platforms, including CMS, audio and digital publishing tools and production systems.
- Support the rollout and adoption of new systems, platforms and workflows.
- Develop structured, accessible and scalable learning resources.
- Deliver individual and group training in face-to-face and online environments.
- Support the testing, implementation and training of AI-enabled tools and workflows.
- Provide guidance on responsible AI use in line with SBS frameworks and editorial standards.
- Maintain and support training through SBS's learning management system.
- Improve reporting, governance and accessibility across training programs.

Communication And Teamwork

- Develop and maintain strong stakeholder relationships across teams.
- Support cross-divisional workflows and shared initiatives.
- Contribute to a positive, inclusive and collaborative training environment.
- Encourage teamwork, knowledge sharing and multi-skilling within ALC.

Minimum requirements of the role

- Strong communication and facilitation skills, with the ability to engage diverse learners.
- Experience delivering journalism and cross-platform audio production training, including recording and editing audio, journalism writing and storytelling, video production and live radio presentation.
- Ability to identify skills gaps and deliver practical training across systems and workflows.
- Experience in broadcasting, journalism or digital production.
- Understanding of audio on demand, podcasting and production tools.
- Knowledge of SEO and digital optimisation.
- Broader understanding of digital workflows and multiplatform publishing.
- Familiarity with learning management systems and e-learning tools.
- Understanding of AI tools and their responsible application in media workflows.

Key relationships with other roles and external stakeholders

- Training & Editorial Standards Manager
- Training Coordinator
- Editorial and production teams across SBS Audio
- Technology and product teams
- Cross-divisional stakeholders including NACA

If this role has direct reports they need to be at the 'Function' level in the table below, not Self. If this role has capabilities higher than the 'Self' level, click on the capability and copy and paste the appropriate behaviours into the table below. Delete the 'Coaching' row in the table if the role does not manage others.



| Key Capability | | |
|---|-------|---|
| Capability | Level | Behaviour |
| <u>Coaching</u> (People Leader Capability) | Self | <ul style="list-style-type: none"> • Is self-aware and understands own barriers to learning • Shows willingness to overcome personal challenges to learning • Improves performance by applying new skills • Seeks regular feedback • Identifies performance barriers in peers • Applies active listening with patience and openness • Knows when and how to use open and closed questions • Exhibits a coaching style when working with others |
| Adaptability and Flexibility | Self | <ul style="list-style-type: none"> • Smoothly handles multiple demands and shifting priorities • Deals with interruptions positively • Modifies approach to suit different people • Is open to different points of view • Copes with organisational change positively • Deals with a minimal degree of ambiguity in own role |
| <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>Customer Focus</u> | Self | <ul style="list-style-type: none"> • Follows through on customer/client inquiries, requests or complaints • Distributes useful and up to date information to the customer/client • Determines the needs of the customer/client through probing and listening • Provides friendly, helpful service to the customer/client • Makes sure there is a clear understanding of the customer/client's needs • Offers appropriate solutions to the customer/client • Prioritises work goals that impact the customer/client directly • Diffuses customer/client problems |
| <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 |



| | | |
|----------------------------------|------|---|
| | | <ul style="list-style-type: none">• Readily makes decisions when faced with unfamiliar circumstances |
| <u>Planning & 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 |

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 ALC]

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:

- Network Activations Manager

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:

- Logistics Coordinator
- Community Activations Manager
- Community Projects Manager