

# Job Description

25 May 26



## Creative & Implementation Executive SBS Media

Reports to: Creative Implementation Manager

Direct reports to this position: N/A

### SBS Values, Vision and Purpose

*The Creative & Implementation Executive 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

*As part of the Advertising Sales division, the CulturalConnect team develops and delivers innovative multi-platform solutions that connect advertisers with SBS audiences.*

*The Creative & Implementation Executive is responsible for the end-to-end project management,*



*implementation, and production coordination of integrated commercial campaigns across SBS platforms, including client partnerships, SBS Media trade marketing initiatives, in-language campaign adaptations and production, and key broadcast sponsorship campaigns such as the Tour de France and Tour de France Femmes.*

*Working closely with the Creative & Implementation Manager, Solutions Manager, Studio Operations Manager, and broader SBS stakeholders including Media Sales, SBS Sport, Marketing, Content, SBS On Demand, Technology, Codes & Legal, and relevant in-language production teams, this role is responsible for coordinating and overseeing the successful delivery of campaigns from pitch and pre-sale planning through to production, implementation, execution, and post-campaign reporting. The role also works closely with external stakeholders including clients, agencies, language service providers, and third-party production partners to ensure campaigns are delivered on time, within budget, and in line with SBS commercial, editorial, technical, and compliance requirements.*



## Main Responsibilities

### Campaign Delivery & Project Management

- Project manage integrated commercial campaigns from briefing through to delivery, ensuring timelines, budgets, and deliverables are met.
- Develop and maintain project documentation including timelines, scopes of work, production estimates, project plans, and workflow documentation.
- Coordinate internal stakeholders across Creative, Sales, Marketing, Content, Legal, Codes & Guidelines, Rights Management, Corporate Communications, and external production partners.
- Manage multiple projects concurrently, adapting to shifting priorities and tight deadlines.
- Support campaign implementation across SBS platforms including TV, digital, audio, social, sponsorship, and experiential activations.
- Ensure all campaign activity aligns with SBS Charter obligations, Codes of Practice, and commercial requirements.
- Support post-campaign reporting, including coordination of internal contributors and collation of campaign results and insights.

### In Language Production Coordination & Delivery

- Coordinate the delivery of in-language production projects and campaign adaptations across SBS platforms, including audio, video, subtitling, translation, localisation, typesetting, and versioned asset delivery where required.
- Brief and coordinate internal teams, language services, external suppliers, freelancers, and production partners to ensure deliverables meet required quality standards, technical specifications, timelines, and budgets.
- Review project briefs, source assets, and delivery requirements to assess production feasibility, asset readiness, translation requirements, approvals, and implementation considerations.
- Manage production approvals, feedback workflows, and version control across multiple stakeholders to ensure timely progression of deliverables.
- Support quality assurance across in-language and campaign production deliverables, ensuring assets are accurate, culturally appropriate, technically compliant, and aligned with SBS editorial, commercial, and platform requirements.
- Coordinate production logistics including asset trafficking, delivery handover, version management, implementation readiness, and supplier coordination where required.

### Creative Solutions Support

- Support the development of integrated creative responses for commercial briefs across SBS platforms.
- Assist in brainstorming, ideation, and preparation of client-facing proposals and presentation materials.
- Translate client objectives, audience insights, and strategic requirements into practical creative solutions.
- Work collaboratively with internal teams and external partners to shape commercially viable creative opportunities.

### Sponsorship & Commercial Integration

- Support the coordination and delivery of sponsorship assets including sponsorship billboards, commercial integrations, competitions, and bespoke branded content solutions.
- Assist with briefing, production coordination, approvals, and implementation of sponsorship deliverables.



- Support delivery of integrated campaigns across key SBS tentpole properties including SBS Sport and NITV where required.

### **Stakeholder Management & Communication**

- Build strong working relationships across internal teams, clients, agencies, and external suppliers.
- Communicate clearly and proactively on project status, risks, timelines, and next steps.
- Work collaboratively across diverse stakeholder groups to deliver outcomes efficiently.
- Provide high-quality client service and support internal teams with clear, timely communication.

### **Skills & Experience**

#### **Essential**

- Demonstrated project management experience in media, advertising, marketing, production, or broadcast environments.
- Experience delivering multi-channel campaigns across TV, digital, social, audio, events, or branded content.
- Strong organisational skills with the ability to manage multiple competing priorities.
- Experience developing project documentation including timelines, budgets, scopes, and workflow plans.
- Strong stakeholder management and communication skills.
- Commercial awareness and understanding of client campaign delivery.
- Ability to work autonomously while contributing positively as part of a team.
- High attention to detail and strong problem-solving capability.

#### **Desirable**

- Experience within broadcast, publishing, media sales, creative agency, or branded content environments.
- Understanding of sponsorship production and commercial integration workflows.
- Familiarity with social media campaign delivery and paid media platforms.
- Experience using project management tools such as Monday.com, Smartsheet, or similar.
- Knowledge of digital asset delivery requirements and production workflows.
- Understanding of SBS commercial workflows and compliance requirements.
- Experience working with NITV, culturally diverse audiences, or Aboriginal and Torres Strait Islander cultural protocols.

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

- Minimum 2+ years' experience in project management, campaign delivery, production, or implementation within a media, marketing, or broadcast environment.
- Proven experience delivering client campaigns on time and within budget across multiple platforms, including TV, radio, digital, social, and events.
- Strong understanding of advertising sales workflows, client service, and commercial campaign delivery within a broadcast or media environment.
- Demonstrated ability to develop and deliver effective marketing and commercial solutions that meet client objectives.
- Solid understanding of content production processes, project scoping, timeline management, and budget oversight.
- Experience working across both traditional and digital media environments.



- Strong social media knowledge from an audience, content, and brand perspective would be advantageous.

**Financial accountability**

- Management and tracking of production budgets allocated per project.
- Ensuring accurate cost tracking, supplier coordination, and budget adherence.

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

- **Internal:** SBS Media Sales, Sport, Content, Marketing, Codes & Legal, People & Culture.
- **External:** Clients, creative and media agencies, third-party partners, production suppliers.

Key Capability		
Capability	Level	Behaviour
<u>Collaboration</u>	Self	<ul style="list-style-type: none"> <li>• Displays a genuine intention to work co-operatively with others</li> <li>• Offers to help others achieve common goals</li> <li>• Makes an effort to understand the goals of others</li> <li>• Shares all relevant or useful information</li> </ul>
<u>Innovation</u>	Self	<ul style="list-style-type: none"> <li>• Generates original solutions to problems</li> <li>• Contributes to creative thinking and ideas</li> <li>• Makes suggestions to refine current processes and procedures to create optimum efficiency</li> <li>• Participates in the implementation of new processes and procedures that improve current performance</li> </ul>
<u>Learning Orientation</u>	Self	<ul style="list-style-type: none"> <li>• Takes part in organised learning and development opportunities</li> <li>• Recognises ideas that are similar to their own</li> <li>• Readily assimilates new information</li> <li>• Benefits from information and structured approaches to learning</li> <li>• Learns affectively from own experiences, both positive and negative</li> <li>• Seeks feedback on own performance</li> </ul>
<u>Relationship Building</u>	Self	<ul style="list-style-type: none"> <li>• Establishes a connection with others</li> <li>• Builds friendly, warm relationships that are mutually beneficial</li> <li>• Maintains ongoing relationships that are mutually beneficial</li> <li>• Shares relevant information with others</li> <li>• Recognises the value of building and maintaining relationships</li> <li>• Helps others achieve common goals</li> <li>• Openly communicates with others</li> </ul>
<u>Results Focus</u>	Self	<ul style="list-style-type: none"> <li>• Drives to meet objectives and standards</li> <li>• Identifies alternative possibilities when faced with obstacles</li> </ul>



		<ul style="list-style-type: none"><li>• Stays focused on tasks that require considerable effort</li><li>• Completes tasks within designated timeframe despite obstacles</li><li>• Perseveres with routine and repetitive tasks without sacrificing quality or excellence</li></ul>
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## **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