

Job Description

28 August 26



Communications Executive Marketing

Reports to: Nikita Jacka

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Communications 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 – Marketing

Our Vision: *We are a brave and trusted team thinking differently to inspire audiences and our people to love the world of SBS.*

Our Purpose: *We make a difference by connecting Australians to the world of SBS.*

Role Purpose

The Communications Executive plays a key role within the SBS Publicity & Social Content team, helping bring SBS programs and campaigns to audiences through earned media, talent and content creator opportunities, while keeping the team's day-to-day operations running smoothly.



Working across a diverse slate of SBS content, the role supports Communications leads on priority campaigns through media pitching and servicing, campaign coordination, publicity materials, talent and content creator liaison, coverage tracking and reporting. The Communications Executive also has the opportunity to lead select lower-complexity publicity campaigns, developing and delivering activity from planning and pitching through to results and reporting.

Alongside campaign delivery, the role coordinates essential team operations including the SBS Screening Room, program highlights, team meetings, systems and resources, and publicity-led event and talent logistics. As part of the broader Publicity & Social Content team, the role also helps connect publicity activity with social content opportunities, including facilitating talent access where relevant.

This is a varied, fast-paced role requiring strong communication and organisational skills, curiosity, initiative, sound judgement and excellent attention to detail, with the ability to balance campaign activity and day-to-day team priorities.

Main Responsibilities

Campaign Delivery

- Support Communications leads on priority campaigns, including drafting media materials and briefing notes, coordinating talent and content creator requirements, pitching and responding to media, generating and tracking coverage and contributing to campaign reporting.
- Lead publicity for select lower-complexity campaigns, such as food commissions, SBS On Demand acquisitions and short-run factual, as prioritised by the team. Responsibilities include campaign planning and execution, media outreach, coverage generation, tracking and reporting.
- Liaise with talent and content creators to facilitate social-first content.
- Support and contribute to audience-first publicity strategies by helping to develop and execute communications plans that amplify SBS's charter, with a strong focus on digital-first content opportunities to engage and resonate with diverse audiences
- Coordinate and compile key team reporting across regular business updates, performance reviews and priority campaigns, working with the the Head of Publicity & Social Content, managers and other relevant contributors to capture results, outcomes and key learnings.

Team Operations & Event Coordination

- Manage the SBS Screening Room - ensuring screeners, images and press materials are up to date, accessible, and resolving any access issues raised by media.
- Manage, and distribute all program highlights across the SBS Network, working closely with internal stakeholders and exploring workflow support from TVOC where appropriate.
- Provide operational support to the wider team, including coordinating team meetings and managing key communications platforms, tools, subscriptions and distribution lists, including Stream, Sprout, Fabulate, Telum, Dropbox, to support efficient team delivery.
- Coordinate logistics for publicity-led events and talent appearances, including event planning, schedules, itineraries, call sheets, RSVPs and on-ground requirements.



- Provide administrative support as required, including booking flights and accommodation, and processing finance requests. (Finance/flights/accom - backfill for Marketing EA)

Key Capability		
Capability	Level	Behaviour
<u>Coaching (for People Leaders only)</u>	Self	• 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
<u>Collaboration</u>	Self	• Displays a genuine intention to work co-operatively with others • Offers to help others achieve common goals • Makes an effort to understand the goals of others • Shares all relevant or useful information
<u>Adaptability and Flexibility</u>	Self	• 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>Customer Focus</u>	Self	• 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>Innovation</u>	Self	• Generates original solutions to problems • Contributes to creative thinking and ideas • Makes suggestions to refine current processes and procedures to create optimum efficiency • Participates in the implementation of new processes and procedures that improve current performance



<u>Results Focus</u>	Self	• Drives to meet objectives and standards • Identifies alternative possibilities when faced with obstacles • Stays focused on tasks that require considerable effort • Completes tasks within designated timeframe despite obstacles • Perseveres with routine and repetitive tasks without sacrificing quality or excellence
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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

Workplace Health & Safety

[For specific roles within Marketing]

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:

- Production Coordinator
- Production Supervisor
- Social Content Editor