

Job Description

18 September 26



Product Manager TV & Online Content

Reports to: Product Lead – SBS On Demand

Direct reports to this position: N/A

SBS Values, Vision and Purpose

*The **Product Manager** 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 – TV & Online Content

To make SBS Australia's most distinctive media organisation focused on delivering a clear promise to our audiences, to inspire them to seek out different perspectives, to feel a sense of connection, belonging and empowerment.

Role Purpose

The role will provide product management support, helping to gather requirements, define audience experiences and deliver product initiatives that have been prioritised on the digital product roadmap. This role will work closely with Product Lead, the Head of Product, User Experience Designers and Engineering teams to deliver against the SBS digital product vision and KPIs.



Main Responsibilities

Main tasks of the role

- Product Strategy:
 - Contribute to the Product strategy for key initiatives when prioritised on the SBS digital products roadmap aligning with the overall SBS vision and business goals
 - Support the SBS digital products roadmap, prioritizing features and enhancements based on user feedback, market trends, and competitive analysis for a relevant product theme/platform
 - Stay updated on industry trends, competitive offerings, and emerging technologies
 - Support the Product Lead and Head of Product to define product strategies and best practices to maintain product satisfaction and meet specific KPIs and business goals
 - Define the short, medium and long term strategy for key initiatives on the Product roadmap
- Product Development:
 - Champion a user-centric approach and identify possible opportunities for user research
 - Identify areas of analysis to investigate, gathering data-driven insights to improve the product
 - Continuously monitor and improve the performance and reliability of the platform, ensuring a seamless audience experience
 - Follow best practices as defined by the Product Lead and Head of Product to ensure product requirements are documented clearly and consistently
 - Execute excellent Agile product development processes such as:
 - In consultation with the UX and Engineering team, define requirements, write Lean Canvases and create Epics for new initiatives and features
 - Plan, prioritise and break down Epics into User Stories to be added to the Product backlog and sequenced in fortnightly sprints
 - Participate in day-to-day Agile forums such as standups, initiative grooming, planning and retrospectives
- Performance Monitoring and Reporting:
 - Track and analyse key performance indicators related to the product experience
 - Ensure that each product initiative update is measured against KPIs and report back to the business the success or otherwise of these KPIs
 - Utilise data-driven insights to identify trends, patterns, and opportunities for improvement, and collaborate with stakeholders to implement necessary changes
- Relationship Management & Communication:
 - Build strong working relationships with internal teams and stakeholders
 - Maintain excellent communication skills and communicate effectively with cross-functional teams and stakeholders
 - Participate in key stakeholder forums such as the Showcase or consultations with Senior Leadership
- Team Culture:
 - Be an active participant in maintaining team culture and adhering to SBS Values

Minimum requirements of the role:

- Minimum five years' experience in Product Management.
- Strong understanding of agile product development and working with multidisciplinary delivery teams.



- Proven stakeholder management skills and the ability to align diverse business, technology and customer needs.
- Passion for creating inclusive, accessible and engaging digital experiences for diverse audiences.
- Demonstrated ability to leverage customer research, behavioural analytics and experimentation to identify opportunities and drive product outcomes.

Key relationships with other roles and external stakeholders

- Product, Experience and Engagement team members within Streaming and Digital Products
- Direct delivery squad (both internal and external)
- SBS Media division
- Audience Data Engineering

Key Capability		
Capability	Level	Behaviour
<u>Coaching</u>	Operation	• Seeks feedback from the business to drive coaching competence • Ensures leaders exhibit coaching values and behaviours • Strikes a balance between skills-based and behavioural coaching • Prioritises resources to support a coaching culture • Drives a coaching style of leadership across the business
<u>Adaptability and Flexibility</u>	Operation	• Adjusts approach to suit business/functional priorities • Adjusts business priorities to meet organisational objectives • Actively supports and communicates organisational change • Manages change within the business/function • Determines a course of action when the way forward is ambiguous
<u>Influence and Persuasion</u>	Operation	• Presents clear, well reasoned arguments to support key business objectives • Uses direct persuasion in high level discussions and/or presentations (eg. appeals to reason, data, larger purpose; uses concrete examples, visual aids, demonstrations etc) • Is compelling during business negotiations and works to achieve win-win solutions • Gains commitment



		• Implements negotiation strategies to assist individuals and managers
<u>Innovation</u>	Operation	• Scans the environment for new ideas and innovative opportunities to benefit business • Takes calculated risks to get a business advantage • Implements modifications to processes and procedures to improve current performance • Generates original solutions that facilitate the achievement of business goals • Proposes creative and functional solutions to benefit the business • Supports the development of creative business strategies • Manages the implementation of creative business strategies • Recognises and rewards creativity and innovation
<u>Interpersonal Sensitivity</u>	Operation	• Considers the impact of individual strengths and weaknesses on performance • Predicts and responds to the underlying thoughts and concerns of stakeholders • Adjusts working conditions to individual circumstances where appropriate • Understands and supports work/life balance initiatives • Helps with any conflict resolution amongst multiple stakeholders • Encourages, respect and supports interpersonal awareness as a value of SBS
<u>Learning Orientation</u>	Operation	• Initiates development opportunities to enhance business performance • Considers ideas and perspectives that challenge business strategies/concepts • Rapidly understands complex concepts and assimilates new information in less familiar situations • Seeks feedback on the performance of the business and its stakeholders • Communicates SBS's commitment to learning and development

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