

Job Description



Data and Commercial Product Specialist SBS Media

Reports to: Senior Data and Commercial Product Manager

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Data and Commercial Product Specialist 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 role of the Data and Commercial Product Specialist is to work with the Senior Data and Commercial Product Manager on delivering the data and commercial product strategy for SBS. This will require you to work closely with internal stakeholders and external vendors to deliver on operational activities and strategic plans.



Main Responsibilities

Main tasks of the role Data and Commercial Product Specialist

Data Tasks:

- Work with the Senior Data and Commercial Product Manager on the delivery of the commercial data strategy.
- Support and collaborate with Media Sales on brief responses requiring bespoke or advanced data solutions.
- Work with the Data Analyst to maintain and optimise media sales data segments for commercialisation.
- Conduct analysis regularly on our data proposition and recommend changes to grow.
- Support the DMP, CDP and emerging data platforms workflow from a sales, commercial product, programmatic and operations perspective.
- Serve as a data platforms (e.g., DMP, CDP, data clean rooms) expert for the sales team and provide training and support where required.
- Collaborate with existing Data Partners to explore opportunities for growth through expanding the segment catalogue and partnering to produce case studies for Media Sales.
- Support the operational workflow for all major client partners looking to partner with SBS from a data perspective.
- Work with AD&I to enhance the campaign analysis tools.

Commercial Product Tasks

- Work with external vendors and internal teams on product development processes.
- Support the existing commercial product strategy to ensure optimal product performance and commercial outcomes.
- Monitor commercial products through regular reporting and recommend improvements to aid in continued revenue generation and growth.
- Critically evaluate new vendor opportunities and provide recommendations aligned to SBS strategic goals and commercial priorities.
- Partner with vendors to ensure commercial products are functioning optimally for SBS Media Sales.
- Develop and maintain deep understanding of the Ad serving stack and programmatic technologies and the interoperability with commercial products.

General Duties

- Support SBS Media sales team with new 'go to market' material and sales training where needed.
- Manage and monitor (with tech ops and ad ops) all digital ad and data products including testing, troubleshooting, performance, inventory forecasting and vendor management.
- Constant state of reviewing and refreshing ad products to ensure SBS is at the forefront of their commercial offering.

Minimum requirements of the role (Insert e.g., years of experience; specialist qualifications/skills)

- At least 5 years in Digital Advertising.
- At least 2 years working specifically in a commercial data or digital advertising product capacity or a similar field.



Key relationships with other roles and external stakeholders

- Build strong relationships with SBS data partners, ad vendors, and internal stakeholders. Ensuring that we are at the forefront of new product developments and implementation.
- Maintain relevant relationships with Google account managers for ad serving using GAM, and Adobe account managers for the DMP / CDP.
- Work closely with the Ad Pricing and Inventory team, National Digital Sales team and other internal stakeholders.

It is a requirement of this role that incumbents are fully vaccinated with an approved Covid-19 vaccination in line with the ATAGI guidelines which include booster shots. We do however have a medical exemption process and we would be happy to discuss your application should this be applicable to you.

Key Capability		
Capability	Level	Behaviour
<u>Coaching</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>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>Learning Orientation</u>	Self	• Takes part in organised learning and development opportunities. • Recognises ideas like their own. • Readily assimilates new information. • Benefits from information and structured approaches to learning. • Learns effectively from own experiences, both positive and negative. • Seeks feedback on own performance.



<u>Relationship Building</u>	Self	• Establishes a connection with others. • Builds friendly, warm relationships that are mutually beneficial. • Maintains ongoing relationships that are mutually beneficial. • Shares relevant information with others. • Recognises the value of building and maintaining relationships. • Helps others achieve common goals. • Openly communicates with others.
<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.

Workplace Health & Safety

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