

Job Description

2 October 26



Senior Motion Designer Marketing

Reports to: Creative Manager

Direct reports to this position: N/A

SBS Values, Vision and Purpose

*The **Senior Motion Designer** 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 Senior Design position is responsible for development and production of creative solutions for motion, print and digital marketing in-line with SBS's overall Marketing strategy. This will involve, responding to strategic briefs, conceptualising, filming and designing marketing creative to a very high standard in a way that reflects SBS's Charter, Vision and Values.



Main Responsibilities

Main tasks of the role

- Develop and produce original creative for on-air television, print, digital, social media
- Maintain the highest creative, conceptual and production standards, while constantly ensuring brand integrity and consistency
- Demonstrated ability to pitch creative concepts to various stakeholders through the creation of styleframes, storyboards, mood boards and presentations.
- Work in collaboration with Creative Managers and Producers to develop and execute original and creative concepts for each project
- Manage, coach and mentor Junior and mid weight Designers as required, assisting in developing their design skills.
- Stay current and up-to-date with current design trends, techniques and processes
- Develop a creative culture, creating a positive inspiring place to work.
- Comply with your OH&S responsibilities as outlined in SBS's Health and Safety Management Arrangements (HSMA) (refer "Employees" in Attachment B of the HSMA).

Minimum requirements of the role

- 5+ years' experience working as a designer in an agency or broadcast environment and be able to provide a supporting portfolio of original and effective creative.
- Highly experienced in Adobe Creative Suite & relevant digital software — Cinema4D skills a bonus.
- Exceptional skills in animation, typography, layout and photo retouching.
- Proven experience of developing and executing print & digital marketing assets
- Strong communication and presentation skills.
- Ability to direct photo shoots if needed, and participate in art direction, location and wardrobe.
- Exceptional technical knowledge across broadcast, digital, UX, web and social channels.

Key relationships with other roles and external stakeholders

- Reports into Creative Manager
- Works closely with Creative Manager, Producer and Co-ordinator.



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