

Job Description

9 October 26



Creative Integrated Producer NITV

Reports to: NITV Creative Lead

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Integrated Producer 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

Responsible for end to end production management of creative projects, on-air promos and campaigns including resource requirements, budget and schedule planning and execution. Overseeing trafficking of every asset, the producer works closely with the creative, design and marketing team to ensure consistent delivery of work on time on budget and error free.



Main Responsibilities

Main tasks of the role

- Monitor resources both internally and externally. Directing the flow of production through all touchpoints including pre, post, edit, GFX, Design, final artworking for NITV.
- Manage and oversee end to end projects and campaigns as assigned. From concept to completion regardless of medium.
- Manage the resourcing of channel portfolios in collaboration with the Creative Managers and wider production team
- Prioritise daily workload in conjunction with the NITV Creative Lead - organise, monitor and control resources to meet plan.
- Partner with creative and Audience Marketing to plan and implement creative idea production within budget and timelines.
- Source and evaluate quality vendors to ensure that creative and production are supported by the best resources.
- Negotiate with vendors for all aspects of production, Print, GFX, editorial and music production
- Contribute to the creative process by assessing feasibility of proposed solutions and recommending approaches.
- Support in the delivery of all channel content error free, to deadline and to the highest of standards.
- Adhere to department working processes (pre-production, estimating, scheduling, shooting, Post, Print, Approvals, documentation etc.)
- Maintain up to date finance and workflow information within department software system
- Identify and react appropriately to events threatening production plans.
- Ensure that the brief requirements are met and that appropriate documentation and feedback on project progress is completed in a timely manner
- Be a NITV and SBS brand custodian.
- Build excellent working relationships with post-production, promo producers, designers and Creative Managers to ensure harmonious and productive execution of all projects.
- Develop positive and productive working relationships with teams from across SBS. Liaise with and manage stakeholders to ensure smooth running projects.

Minimum requirements of the role

- A minimum of 5 years experience in television and/or post-production, production or agency environment.
- Excellent organisational and administrative skills, with the ability to multi-task and prioritise under pressure to meet deadlines, whilst maintaining accuracy and attention to detail.
- Highly skilled in project management, budgeting, scheduling and workflows.
- Current resourcing knowledge of the industry, with great freelancer contacts.
- Experience managing post-production workflows essential
- Experience managing shoot production essential
- An ability to learn computer applications, to problem solve, and to liaise with technical staff
- Experience working with Jira, Smartsheet or similar project management software highly desirable.
- Technical knowledge in regard to the Adobe Creative Suite ideal.

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

- NITV
- SBS Creative Team
- Marketing Division
- TV Online and Content, Channel Managers, Commissioning Editors
- Brand Partnerships and Sales

Key Capability		
Capability	Level	Behaviour
<u>Coaching (for People Leaders only)</u>	Function	• 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>	Function	• 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>	Function	• 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>	Function	• 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>	Function	• 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>	Function	• 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

[For Managers/Supervisors]

- Effectively promote and manage the work health and safety arrangements for the team as prescribed by the Health & Safety Management Arrangements.
 - Work Health & Safety Act (Cth) 2011
 - Work Health & Safety Act (Cth) Regulations 2011
 - WHS Hazardous Manual Tasks Code of Practice 2018
 - Work Health and Safety (How to Manage Work Health and Safety Risks) Code of Practice 2018
- Ensure employees 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
- Ensure the physical and psychological safety of the workplace under your control by:
 - ensuring regular workplace inspections are scheduled and conducted, involve the relevant HSR and recommendations made are actioned in a timely manner
 - ensuring compliance with the relevant standards and legislation in relation to purchase and provision of accommodation, furniture and equipment
 - identifying changes in the workplace/processes that may affect safety and ensuring that any associated risks are identified, assessed and controlled
 - verifying the effectiveness of control measures at appropriate intervals including monitoring compliance with safe operating procedures, site induction requirements and Permits to Work; and
- Ensure all WH&S reporting is accurately completed and submitted within specified timeframes and any follow up actions are completed
- Support/implement early intervention strategies and return to work programs.

Workplace Health & Safety

Special Broadcasting Service

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Tel: +61 2 9430 2828

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[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
- Snr Integrated Producer
- Social Content Editor