

Job Description

10 SEPTEMBER 2026



Video and Social Journalist/Producer SBS News

Level 3

Reports to: SBS News Video and Social Lead and/or SBS News Supervising Producer

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The [Video and Social Journalist/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 – News and Current Affairs

The principal purpose of SBS News and Current Affairs is to provide the most accurate, balanced and detailed coverage of international and major domestic news across all platforms. SBS News and Current Affairs delivers depth and analysis to help our audiences understand often complex issues, in addition to showcasing stories from within Australia's many communities that reflect constructively on multiculturalism and Indigenous affairs.

Role Purpose

The Video and Social Journalist/Producer, under the guidance of the Video and Social Lead or Supervising Producer, will be responsible pitching, scripting, producing, presenting (where required), editing and publishing news video and static content for SBS News on digital video, social and third-party platforms, as well as the SBS News website and app. The role requires a collaborative and team-effort mentality, a solid foundation in the key tenets of journalism, a strong understanding of digital video and social audiences, as well as an



innovative, organised and passionate approach to storytelling on digital video and social platforms. The Video and Social Journalist/Producer supports the delivery of SBS news content by working collaboratively with journalists, producers, editors, camera operators, editorial leads and senior staff across the newsroom in content development, production, editing and publishing. The role will work closely with the Video and Social Lead, the Supervising Producer, digital colleagues, World News colleagues, the design team and technology partners to produce carefully considered content intended to inform, educate, entertain and engage SBS News digital audiences.

Main Responsibilities

The Video and Social Journalist/Producer will:

- EDITORIAL:
 - Under the guidance of the Video and Social Lead or Supervising Producer, pitch, script, produce, edit, present (where required), and publish news video and static content for SBS News on digital video, social and third-party platforms, as well as the SBS News website and app.
 - Repurpose original news articles on the SBS News website and SBS World News broadcast for digital video and social audiences where required
 - Consider and pitch ideas for content production and distribution for SBS News coverage to ensure audiences receive content in the most appropriate formats on video and social platforms, and assist in the promotion of original SBS News journalism and major news coverage and events where required
 - Review scripts, edits and WIPs before submitting for a sub-edit and escalate any potential editorial issues, rights/restrictions/fair dealing compliance, and typographical errors to reduce these as much as possible.
 - Consider and plan comment moderation as part of pitch and publishing planning, as well as moderate and engage in comments where required, escalating where decisions are required regarding legal risk, community standards or reputation.
 - Submit work for subbing and final checks to deadline and adhere to established team workflows with best practice optimisation applied per platform
 - Maintain a strong knowledge of major domestic and international news and current affairs stories, as well as key SBS news content and events
 - Monitor and study trending and innovative storytelling techniques across third-party platforms
 - Contribute ideas for storytelling formats aligned with platform trends, shooting and editing techniques aimed at publishing engaging and platform-appropriate content on SBS News video, social and third-party platforms which is appropriate and aligned with SBS editorial standards
 - Adhere to SBS Editorial Guidelines, Codes of Practice, Purposes & Values and Staff Rules, and stay up to date with the latest SBS editorial advice on major and developing news coverage
 - Work within the SBS Digital strategy and contribute to NACA Digital KPIs as part



- of the team effort to achieve ambitious targets
- Refer up any potential editorial or legal concerns with the Video and Social Supervising Producer and the Digital Video Lead and others as required
- OPERATIONAL:
 - Co-ordinate and engage in clear, regular and open communication with team members on daily content schedules and forward planning publishing
 - Maintain organised video files and projects in accessible SBS network drives to ensure smooth handovers and repurposing for other team members
 - Participate and contribute ideas in team meetings, planning, news monitoring and evaluation and other activities as required
 - Liaise with teams across the wider business including NITV, ALC, Audio and World News as required.
 - Assists senior staff in training new and current staff, cadets and interns in SBS News Video and Social workflows and best practice where required
 - Use third-party and internal analytics and performance reporting to inform pitches, use analytics to inform content decisions and improve performance when required
- COLLABORATION:
 - Produce, edit, schedule and publish content to SBS News video and social platforms in collaboration with Digital staff and World News staff where required
 - Support and co-ordinate newsgathering with other Digital staff and team members across World News and Current Affairs programs
 - Provide constructive feedback and refer up any collaboration concerns as soon as possible with the Supervising Producer/s and the SBS News Digital Video and Social Lead
 - Engage in clear, regular and open communication with team members, which includes:
 - SBS News and Current Affairs digital teams
 - World News and Current Affairs journalists, producers, editors, camera operators, technology design, news library, news admin
 - SBS Digital and Social teams including NITV, ALC groups, Sport and Central Social

Digital tasks and responsibilities

- Strong knowledge of SEO, monitoring and assessing audience trends to contribute ideas, deep knowledge of video and social platforms and audiences
- Monitor and communicate content and platform performance when required
- Ensure content is engineered for performance across all platforms including the use of trending and innovative storytelling techniques, graphics, optimised headlines, SEO, and optimum content length, in consultation with Digital strategy and key internal stakeholders
- Uses audience and performance insights to support content recommendations and



- publishing decisions
- Publish stories via SBS's video and social and third-party platforms, and monitor story performance, across digital video and social platforms as well as data and publishing tools including Sprout and other third-party tools to maximise content performance
- Video editing skills and proficiency with digital video and social platforms is required

Team tasks and responsibilities

- Working closely with the SBS News Video and Social Lead, Supervising Producer/s, and a team of highly passionate video and social journalists and producers
- Maintain productive and collaborative relationships with SBS News and Current Affairs journalists, editors, camera operators, technology, library, design and senior staff across the newsroom
- Engage in clear, respectful and open communication with team members, upholding SBS values, adhering to SBS Codes of Practice, Editorial Guidelines and NACA Style Guidelines
- Support and collaborate where required with ALC, NITV, Sport and SBS Central Social to produce or publish collab content when needed

Minimum requirements of the role

- Degree in Journalism, Media or relevant tertiary qualifications
- Minimum 2 years newsroom journalist and/or producer experience, including demonstrated experience in vertical video and static social production
- Social media role experience desired
- Video editing experience on Adobe Premiere Pro or similar required
- Production and editing experience in Canva or similar required
- Publishing experience in YouTube, Meta, TikTok, X, LinkedIn and/or Sprout or similar
- Sound editorial judgement with guidance from senior team members
- Self-aware, empathetic and enthusiastic team player with a strong understanding of social media and digital video content and platforms
- Versatile journalist/editor who thrives in a fast-paced news environment
- As part of our recruitment process, SBS may review information that is publicly available online, including social media profiles, in line with privacy and anti-discrimination laws.

Key relationships with other roles and external stakeholders

- Digital Video and Social Lead, Supervising Producer/s and Video and Social journalists, Social Media moderator/s, World News Digital producer/s,
- NACA Digital Leads, journalists and producers across the writing team, audio team and Current Affairs teams
- SBS World News journalists, producers, senior staff, editors, camera operators, broadcast operations and studio staff
- NITV, ALC, Central Social, Corporate Affairs, Publicity, Marketing, Sport and Current Affairs digital and broadcast staff
- Operations support staff including NewsAdmin, Technology, Design



Key Capability		
Capability	Level	Behaviour
<u>Coaching</u> (People Leader Capability)	Self	<ul style="list-style-type: none"> • <i>Is self-aware and understands own barriers to learning</i> • <i>Shows willingness to overcome personal challenges to learning</i> • <i>Improves performance by applying new skills</i> • <i>Seeks regular feedback</i> • <i>Identifies performance barriers in peers</i> • <i>Applies active listening with patience and openness</i> • <i>Knows when and how to use open and closed questions</i> • <i>Exhibits a coaching style when working with others</i>
<u>Collaboration</u>	Self	<ul style="list-style-type: none"> • 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>Communication</u>	Self	<ul style="list-style-type: none"> • Uses appropriate grammar • Uses appropriate vocabulary • Uses a suitable tone • Speaks at a suitable pace • Speaks clearly using minimal language • Changes language to suit audience • Provides full responses to questions • Provides accurate responses to questions
<u>Decision Making</u>	Self	<ul style="list-style-type: none"> • Makes decisions in situations that are well defined • Makes decisions that impact own area of responsibility • Weighs up alternatives according to their likely impact • Weighs up alternatives according to their likely impact on others • Makes decisions in a timeframe appropriate to the work goal • Readily makes decisions when faced with unfamiliar circumstances
<u>Interpersonal Sensitivity</u>	Self	<ul style="list-style-type: none"> • Is attentive towards others and seeks to understand the viewpoint of others (in terms of perspectives, attitudes, interests and position) • Recognises the needs and motivations of others • Is sensitive to verbal cues in one-on-one interactions • Is sensitive to non-verbal cues in one-on-one interactions • Understands implicit and explicit emotions • Is respectful towards others & provides a reassuring presence



<u>Relationship Building</u>	Self	<ul style="list-style-type: none">• 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
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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 NACA]

The following positions are responsible to reviewing and escalating/ approving WHS Risk Assessments of planned activities (productions or assignments) that will be undertaken by SBS to ensure the health and safety of workers involved:

- Business Manager Sport and NACA

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 Manager
- Production Assistant



- Senior Production Manager