

## Junior Creative & Implementation Executive

Reports to: Creative and Implementation Manager - Cultural Connect

### SBS Values, Vision and Purpose

*The Junior Creative & Implementation Executive 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

*As part of the Advertising Sales division, the Cultural Connect team develops and implements innovative multi-platform solutions for advertisers to engage with the SBS consumer. The Junior Creative & Implementation Executive is responsible for the project management and implementation of cross platform campaigns for clients and the SBS Media trade brand. The role supports the Creative & Implementation team. It provides creative and production support to the wider Cultural Connect team as well as support across sponsorships including billboard production. The role will engage with other areas of the business including online, technology, content, marketing, codes and sport to ensure flawless execution and project management of cross-platform campaigns.*



## Main Responsibilities

### Strategic solutions and project management

1. Provide co-ordination support to the Creative and Implementation teams, as well as the wider Cultural Connect team.
2. Provide guidance and oversee the co-ordination and project management of sponsorship billboard production.
3. Prepare activation post analysis reports for the Cultural Connect and Sales Teams to use in presentation to clients, including project managing all stakeholders to ensure they deliver their portions of the document on time.
4. Implement client social media campaigns across SBS channels, including optimisation and reporting in Facebook Ads Manager and other social media platforms.
5. Collaborate with relevant teams across the business to create and define opportunities and solutions across SBS channels for reactive and proactive client briefs.
6. Working as part of the team, brainstorm, develop and prepare presentation slides of creative and innovative solutions (activations &/or sponsorships) for advertisers to engage with the SBS consumer across all platforms (TV, Digital, Social, Radio, Events, In-language, other).
7. Be able to solve problems, make decisions, work autonomously and communicate effectively.
8. Ensure all client solutions reflect the SBS Charter and Codes of Practice.
9. Project manage small to medium sized commercial projects from concept to completion, to support the creative team when busy, ensuring successful delivery on time and within budget, while achieving effective outcomes for SBS and our advertising clients.
10. Define requirements, timelines, scope of work documentation and project plans, as well as manage budgets when required.
11. Work with third party partners to implement innovative solutions for clients when required.

### Technical

1. Strong knowledge of advertising sales and operations workflows and infrastructure.
2. Basic knowledge of online reporting tools such as Adobe Analytics, and project management platforms such as Microsoft and Smartsheets,
3. Knowledge of social media tools including Facebook Business Manager and Ads Manager.



4. Knowledge of Media Asset Management systems

### **Communication**

1. Build strong stakeholder relationships with the Content, Marketing, Sales and external parties as required.
2. Build strong internal relationships with SBS Sales team and other SBS divisions.
3. Collaborate with members of the Cultural Connect team to ensure flawless execution of client campaigns and assist with development of strong responses to client briefs.
4. Work with Cultural Connect team on all upcoming sales collateral
5. Ensure SBS works to industry best-practice through constant monitoring of competitors' activities both here and overseas.

### **Occupational Health & Safety**

1. 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).



## Selection Criteria

### Criterion 1 – SBS

- As an SBS Team Member demonstrate a positive and enthusiastic understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.
- Demonstrate an understanding and alignment with SBS's values including an ability to contribute to a positive culture through:
  - Being a positive representative or advocate for SBS;
  - Constructive and appropriate interaction with others;
  - Adopting a can do/will do approach; and
  - Displaying a commitment to the team including OH&S, diversity and team work goals.

### Criterion 2 – Client Solutions

- *Ability to achieve outcomes by working with diverse stakeholder groups inside and outside SBS.*
- *Provide solutions that maximise the commercial opportunity for SBS.*
- *Ability to work to tight deadlines, and juggle multiple projects simultaneously.*
- *Willing to work as a part of the team.*

### Criterion 3 – Project Management and Implementation

- *Demonstrated experience in media, marketing, TV, film and/or advertising environment.*
- *Demonstrated experience with delivering projects that met business requirements and that were delivered on schedule and budget.*
- *Experience producing project documentation such as proposals, project plans, workflow diagrams and functional requirements.*
- *Familiarity with various project types, including: websites, mobile sites, applications (iOS, Android, IPTV), online advertising, campaigns, social and brand.*



#### **Criterion 4 – Communication**

- Well-developed communication and client service skills including the ability to respond flexibly to client needs; share information & support others; develop and prepare creative proposals in a clear & concise manner.
- High level organisational skills and attention to detail.
- Ability and willingness to take direction, use initiative, show flexibility and persistence whilst remaining positive under pressure.
- Ability to create high quality resources and presentations for clients and the sales team

#### ***Minimum requirements of the role:***

- 2 years Minimum media, marketing, TV, film and/or advertising environment
- Client and stakeholder management experience
- Proficient in Adobe Creative Cloud software desirable

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

- Creative Solutions team – assisting in brief response, brainstorming and campaign planning
- Sales Ops team- coordinating billboard management and coordination
- Digital Ops team- implementing digital campaigns
- Codes and Guidelines team – ensuring ideas meet our SBS Codes and guidelines
- Marketing team – briefing in channel assets, logos and checking creative ideas
- Content team - for client activation assets (SBS On Demand and Sport)



Key Capability		
Capability	Level	Behaviour
<u>Coaching</u>	Self	<ul style="list-style-type: none"><li>• Is self-aware and understands own barriers to learning</li><li>• Shows willingness to overcome personal challenges to learning</li><li>• Improves performance by applying new skills</li><li>• Seeks regular feedback</li><li>• Identifies performance barriers in peers</li><li>• Applies active listening with patience and openness</li><li>• Knows when and how to use open and closed questions</li><li>• Exhibits a coaching style when working with others</li></ul>
<u>Collaboration</u>	Self	<ul style="list-style-type: none"><li>• Displays a genuine intention to work co-operatively with others</li><li>• Offers to help others achieve common goals</li><li>• Makes an effort to understand the goals of others</li><li>• Shares all relevant or useful information</li></ul>
<u>Innovation</u>	Self	<ul style="list-style-type: none"><li>• Generates original solutions to problems</li><li>• Contributes to creative thinking and ideas</li><li>• Makes suggestions to refine current processes and procedures to create optimum efficiency</li><li>• Participates in the implementation of new processes and procedures that improve current performance</li></ul>
<u>Learning Orientation</u>	Self	<ul style="list-style-type: none"><li>• Takes part in organised learning and development opportunities</li><li>• Recognises ideas that are similar to their own</li><li>• Readily assimilates new information</li><li>• Benefits from information and structured approaches to learning</li><li>• Learns affectively from own experiences, both positive and negative</li><li>• Seeks feedback on own performance</li></ul>
<u>Relationship Building</u>	Self	<ul style="list-style-type: none"><li>• Establishes a connection with others</li><li>• Builds friendly, warm relationships that are mutually beneficial</li><li>• Maintains ongoing relationships that are mutually beneficial</li></ul>



		<ul style="list-style-type: none"><li>• Shares relevant information with others</li><li>• Recognises the value of building and maintaining relationships</li><li>• Helps others achieve common goals</li><li>• Openly communicates with others</li></ul>
<u>Results Focus</u>	Self	<ul style="list-style-type: none"><li>• Drives to meet objectives and standards</li><li>• Identifies alternative possibilities when faced with obstacles</li><li>• Stays focused on tasks that require considerable effort</li><li>• Completes tasks within designated timeframe despite obstacles</li><li>• Perseveres with routine and repetitive tasks without sacrificing quality or excellence</li></ul>

## 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