

Job Description

2 August 24



Marketing Executive, Marketing

Reports to: Senior Brand Manager

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Marketing 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 – 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 Marketing Executive supports the planning and implementation of campaigns and projects as assigned, working closely with the Marketing Manager, Senior and Brand Manager/s. The Marketing Executive will deliver on agreed objectives targeted at specific audience segments for relevant genres/channels, including Audio Language Content, National Indigenous Television, News and Current Affairs and Community Impact campaigns.



The Marketing Executive will possess effective project management skills to ensure projects are completed within deadlines and to established budgets. They have a solid understanding of marketing channels, particularly digital. They have excellent communication skills and a demonstrated ability to effectively build and manage relationships with internal and external stakeholders.

Main Responsibilities

Main tasks of the role:

- Plan, implement and coordinate assigned marketing campaigns, marketing activities and partnerships to successfully promote assigned channels, platforms, and verticals and assigned priority campaigns to audiences across owned, earned and paid media.
- For assigned campaigns, coordinate media planning from briefing through to implementation with support of manager, including analysis of media plans and working closely with media agencies to deliver maximum campaign effectiveness.
- Support on the day-to-day requirements of priority marketing campaigns and activity including coordinating meetings, campaign implementation and post campaign analysis, as directed by the Campaign Manager.
- Provide social and digital support for assigned campaigns including copy writing, social campaign set up and management, dispatch of all digital assets, review and optimisation, reporting and liaising with agencies, social moderation, as directed by the Campaign Manager.
- Manage the assigned relevant digital components of the role, including setting up and monitoring campaigns, spend performance, optimising and reporting on KPIs. Proactively propose and implement actions to improve performance, including related to any hypothesis testing.
- Where relevant, identify and implement opportunities to 'test and learn' across all campaigns, ensuring new media platforms, technologies and creative solutions are employed.
- Liaise with creative and production teams and other suppliers to ensure timely delivery of materials to brief.
- Assist in managing relationships with both internal and external stakeholders, including key stakeholders for assigned channels, verticals, platforms and/or genres, SBS content teams, Corporate Affairs, Audience Data & Insights, Creative, Publicity, Social, On Demand and Media Planning & Analytics.
- Coordinate and produce creative marketing communications, including email, social, search, native copy, campaign showcases and campaign toolkits.
- Ensure that all campaign deliverables are signed off and implemented according to process.
- Assist with administrative tasks including invoicing, ensuring financial accounts and resources are managed professionally and accountably.
- Manage implementation of assigned partnerships and sponsorships from planning to execution and post review in conjunction with the Marketing Manager, Senior/Brand Managers and stakeholders.
- Assist with campaign communications and reporting including playbacks, presentations and performance updates.



- Provide general assistance to the Marketing Manager, Senior/Brand Manager/s and Head of Audience Marketing regarding marketing, events, partnerships, administration and promotions.
- Perform any other duties within your skill and competence as assigned by the Marketing Manager or Senior/Brand Managers.

Minimum requirements of the role

- 3+ years' experience in a marketing communications role (or similar), ideally in a commercial media or advertising environment.
- 2+ years' digital marketing experience with high proficiency in running performance campaigns across Facebook Ads Manager, Google Ads and other paid platforms.
- Relevant tertiary qualification (marketing, business, communications) essential
- Demonstrable experience managing marketing campaigns from briefing through to execution, and post campaign review.
- Well-developed written and verbal communication skills with demonstrated ability to communicate clearly and liaise effectively with a variety of internal and external stakeholders.
- Solid understanding of, and breadth of experience with various digital and social media channels, with expertise across Facebook and Google Ads.
- Understanding and basic knowledge of SEM, SEO, Programmatic buying, and Tableau Dashboards.
- Working knowledge of Adobe Analytics.
- Broad working knowledge of audience and consumer trends and technologies, and an understanding of how these might translate to SBS content and content delivery platforms.

Administration and Organisation

- Excellent project management skills and organisation skills, with demonstrated experience implementing multiple projects on time and within budget with a high level of attention to detail.
- Highly professional written and verbal communication skills with demonstrated ability to communicate clearly and liaise effectively with all levels of internal and external stakeholders.
- Collaboration skills with an ability to proactively work as one team with stakeholders from across the business.
- Ability to work in an agile way.

Interpersonal Skills

- Willingness to adapt and learn new concepts as they present themselves.
- Strong analytical aptitude, ability to spot trends and be comfortable working with a variety of data sources.
- Calm under pressure and an ability to maintain positive energy while working in a fast-paced and evolving environment.

Key relationships with other roles and external stakeholders

- SBS Creative team, publicity, social, media planning & analytics and SBS On Demand.
- Key stakeholders for assigned channels, platforms, and verticals



- SBS Content teams

Key Capability		
Capability	Level	Behaviour
<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>Adaptability and Flexibility</u>	Self	<ul style="list-style-type: none"> • 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>	Self	<ul style="list-style-type: none"> • 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>	Self	<ul style="list-style-type: none"> • 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>	Self	<ul style="list-style-type: none"> • Drives to meet objectives and standards • Identifies alternative possibilities when faced with obstacles • Stays focused on tasks that require considerable effort



		<ul style="list-style-type: none">• Completes tasks within designated timeframe despite obstacles• Perseveres with routine and repetitive tasks without sacrificing quality or excellence
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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