

September 24

# Head of Operations & Trading

## SBS Media



**Reports to:** Director, Media Sales

**Direct reports to this position:** Head of Trading & Business Systems, Divisional Planning & Reporting Manager

### SBS Values, Vision and Purpose

*The Head of Operations and Trading 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

*The role is responsible for the overall business and commercial operations of the Media Sales division including trading & inventory optimisation, revenue and performance reporting and analysis, data science strategy and approach, sales business systems support and the management and reporting of the media sales teams overall financial budget and forecasts.*

*Duties also include supporting the financial reporting framework within SBS, business case development, and the best practice management of all advertising revenues through effective pricing, best practice trading technology implementation and inventory management across all SBS platforms. The role also supports the Director, Media Sales with maintaining and growing the existing commercial partnerships with the key consortiums groups, other major partners and special event activities. The Head of Operations & Trading 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.*



## Main Responsibilities

### Main tasks of the role

- Effective strategy development and implementation of key business initiatives to maximise revenues through continually review of trading and inventory practices of all SBS properties to ensure that SBS is maximising all sales opportunities.
- Drive best practice business management practices and focus on process and business innovation.
- Oversee budget reporting, quarterly budget reviews and manage annual budget planning processes in conjunction with Divisional Planning & Reporting Manager, Finance division and SBS planning requirements.
- Provide financial reports, analysis and business case development for projects, plans, consortiums and agency deals.
- Oversee major technology projects and new technology initiatives, which involve IBMS, Bzone, ATV, VOZ, Trading tools etc
- Execute supplier, partner and consortium deals, support management consortium and other key commercial contracts and the relationships with key internal and external stakeholders/partners (eg Major consortium groups, L&J, Nielsen, SMI, Focus Revenue etc).
- In conjunction with the Director, develop and implement divisional and other business plans.
- Support the Divisional Planning & Reporting manager with the delivery of key financial information to steer and drive business objectives.
- Undertake business management and/or commercial projects as required.
- 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 (Insert e.g. years of experience; specialist qualifications/skills)

#### Business and Financial Management

- Strong financial management experience, particularly in the area of management information tools, financial analysis and business case development.
- Extensive experience in the management and reporting of budgets, revenue and expenditure using Australian accounting methods.
- Solid understanding of contract management processes and experience in contract negotiation.
- Experience in development and implementation of business planning processes, preferably within media industry and/or sales environment.
- Track record of achieving results through liaison with and building relationships with multiple internal and external partners/stakeholders.
- Thorough understanding of media pricing and inventory modelling
- Broad business administration experience in commercial environment.
- Well developed communication skills across all levels of organisations.

#### Management and Leadership

- Demonstrated experience in managing a team, including the ability to:
- Provide a clear sense of direction to employees;
- Select, develop and mentor employees, regularly monitoring and reviewing their performance
- Lead by example and ensure media sales has a one team approach
- Demonstrated ability to manage budgets and other resources within the required/established parameters.



**Financial accountability (Provide the budget/amount responsible for)**

\$not applicable

Responsibility for creation of the budget and reporting against financial performance

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

- Director, Media Sales
- Media Sales Senior Leadership Team
- Consortium Partners

Key Capability		
Capability	Level	Behaviour
<u>Coaching</u>	Organisation	<ul style="list-style-type: none"> <li>• Creates links between coaching objectives and organisational strategies</li> <li>• Sets benchmark standards related to coaching practices</li> <li>• Role models above benchmark coaching values and behaviours</li> <li>• Gains organisational commitment to support a coaching culture</li> <li>• Encourages a high-performing coaching culture</li> </ul>
<u>Collaboration</u>	Organisation	<ul style="list-style-type: none"> <li>• Encourages collaboration (sharing of responsibility &amp; information) across all levels of SBS</li> <li>• Promotes a climate of respect, helpfulness and co-operation across all levels of SBS</li> <li>• Encourages high-level stakeholders to work towards common business goals (ie, across functions)</li> <li>• Sets the example for qualities such as respect, helpfulness and co-operation across the entire organisation</li> </ul>
<u>Innovation</u>	Organisation	<ul style="list-style-type: none"> <li>• Scans the environment for strategic opportunities to benefit SBS</li> <li>• Generates new ideas and innovative opportunities which move SBS forward</li> <li>• Is always thinking of the future positioning of SBS</li> <li>• Sponsors the development of creative business strategies</li> <li>• Promotes a culture that nurtures, recognises and rewards creativity &amp; innovation</li> </ul>
<u>Learning Orientation</u>	Organisation	<ul style="list-style-type: none"> <li>• Initiates learning and development activities to support organisational strategies</li> <li>• Thinks about ideas and perspectives that challenge organisational and competitor strategies</li> <li>• Understands complex concepts and new information</li> <li>• Cultivates a learning and development culture</li> </ul>



<u>Relationship Building</u>	Organisation	<ul style="list-style-type: none"><li>• Identifies strategic alliances/networks to facilitate the achievement of organisational objectives</li><li>• Uses key relationships to seek information of strategic importance</li><li>• Uses key relationships to gain access to sources of influence to support organisational strategies</li><li>• Manages stakeholder (shareholders, government and industry bodies, business partners, board members etc) interests</li><li>• Promotes nurturing positive working relationships across all levels of SBS</li></ul>
<u>Results Focus</u>	Organisation	<ul style="list-style-type: none"><li>• Strives to improve organisation and market performance</li><li>• Ensures strategic initiatives are completed within designated timeframes</li><li>• Fosters a culture that sustains excellence</li><li>• Confronts obstacles in order to minimise their impact on organisational performance</li><li>• Promotes the importance of meeting financial objectives across the business</li></ul>

## Workplace Health & Safety

- 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
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  - 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.