

# Job Description

27 September 24



## World Cup Project Manager - SBS Media

Reports to: National Manager, CulturalConnect

Direct reports to this position:

1. Creative Implementation Lead (6 months)
2. Junior Implementation Executive (6 months)

### SBS Values, Vision and Purpose

*The World Cup Project Manager 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

Reporting to the National Manager, CulturalConnect, this role works on behalf of the SBS Media Sales team and is responsible for the end-to-end delivery of client sponsorships of SBS's broadcast of the FIFA 2026 World Cup project. This role will ensure all client objectives are met



and revenue targets are achieved. The role involves close collaboration with senior internal and external stakeholders, playing a critical role in developing and executing the World Cup sales strategy, as well as overseeing the fulfilment of partnership entitlements, activations, and client reporting. This position also requires adherence to SBS's Charter, compliance with SBS policies, procedures, and FIFA World Cup 2026 guidelines.



## Main Responsibilities

### World Cup Project Management

- Oversee Go-to-Market sales collateral, including proposals, reels, and presentation decks for clients.
- Lead the organisation of major World Cup presentations, including theming, merchandise, and content.
- Acquire a deep understanding of SBS Editorial Guidelines, SBS Legal, and FIFA regulations, ensuring all project activities comply with these standards.
- Work with creative team to brainstorm and conceptualise partnership ideas for broadcast partners, maintaining budget control and compliance with SBS and FIFA requirements.
- Oversee the execution of sponsorship, activations and campaign elements for World Cup partners.
- Ensure pre- and post-campaign research and reporting are conducted, supporting partners with valuable insights.

### Client Service

- Work closely with sales team to ensure premium customer service is delivered through strong communication and regular clients WIPs
- Oversee the creation and delivery of post-event reporting for clients and agencies, ensuring all partnership entitlements are met.
- Identify, plan, and manage client entertainment opportunities and merchandise options aligned with the World Cup.
- Foster strong, collaborative relationships with internal teams and external partners to ensure efficient delivery of assets.

### Communication & Organisation

- Build strong internal relationships across the business with particular focus on Sales representatives, CulturalConnect, Marketing, Sport Executive Producers and Digital Editors to support on the conceptualisation and delivery of client partnerships.
- Manage internal SBS stakeholder buy-in to innovative advertiser concepts
- Support the sales team in market presenting World Cup partnership proposals

### Administration

- Chair regular World Cup Sales Working Group meetings, preparing agendas, capturing meeting minutes, and circulating follow-up actions.
- Act as the primary point of contact for all World Cup-related inquiries from stakeholders.
- Develop a comprehensive World Cup project plan, including key milestones, deadlines, and accountability.
- Provide regular reporting and updates to senior management, tracking project progress and outcomes.
- Maintain strong organisational and time management skills to ensure the successful coordination and timely completion of all deliverables.

### Management and Leadership

- Lead and drive a high performance culture overseeing the delivery of World Cup client activations with creative implementation team.
- Provide mentoring and coaching with a positive, solutions based approach. Act as a role model of the SBS Values to all staff and peers and as an advocate of SBS.



**Minimum requirements of the role (Insert e.g. years of experience; specialist qualifications/skills)**

- Required 5 year minimum experience in a Media Project Manager role
- Experience in Project Management in a media sales environment
- Demonstrated understanding of media sales environment across Television, digital, radio and social
- Understanding of media plans and pricing schematics
- High level of attention to detail and accuracy
- Ability to handle and prioritise multiple requests from a range of stakeholders and manage output accordingly
- Ability to work under pressure and deliver to strict deadlines.
- Strong negotiation and influencing skills.
- Demonstrated client service skills. Ability to identify client needs, plan appropriate responses and deliver on time.
- Ability to deliver a variety of communications in a clear and concise manner and easily understood by the intended audience.
- Effective communicator – able to liaise with people at all levels and across cultures.

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

- Media agencies and Client Marketing teams
- FIFA Global
- SBS Sport, editorial and Marketing teams
- SBS Media Senior leadership and Sales team
- SBS CulturalConnect creative

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> </ul>



		<ul style="list-style-type: none"><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><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

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