

# \Job Description

24 October 24



## Metadata & Reporting Analyst Audience Data & Insights

Reports to: Content Reporting Lead

Direct reports to this position: 0

### SBS Values, Vision and Purpose

*The [Metadata & Reporting Analyst](#) 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 – AD&I

*Paving the way for SBS's audience-led, data driven transformation, for the benefit of all Australians.*

### Role Purpose

Provide Program logs to Nielsen and assist with reporting tasks - Work collaboratively within the AD&I team to quickly and efficiently schedule amendments made by Channel teams and make necessary changes in Nielsen Events Editor prior to broadcast and assist content reporting team with regular and adhoc reporting tasks



## Main Responsibilities

### Main tasks of the role

- Generate weekly prelogs for all 6 SBS channels from IBMS and ensure weekly prelogs are consistent with historical naming convention and clean (i.e, free of misspellings, special characters, etc)
- Format and release weekly prelogs and post-logs to Nielsen and BI
- Implement program amendments and check daily post-logs as required
- Support the ongoing regular BAU reporting suite, such as Daily TV + Digital Performance report, Weekly Screen Media Updates and Key Category Reports
- Assist cross-platform team with ad-hoc requests

### Minimum requirements of the role

- Demonstrated high level attention to detail and experience working with large volumes of data
- Previous exposure to TV ratings software, IBMS Integrated Broadcast Management System (Sintec) and/or Nielsen Events Editor within a television programming environment
- Proficiency in Microsoft Suite Products and experience with relevant media analysis tools such as eTAM, Nielsen Consumer & Media View, Adobe Analytics, Kibana and / or equivalent

### Financial accountability

\$ NA

### Key relationships with other roles and external stakeholders

- Senior Reporting analyst in AD&I
- Content Reporting team

## Key Capability

Capability	Level	Behaviour
Collaboration	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>
Communication	Self	<ul style="list-style-type: none"> <li>• Uses appropriate grammar</li> <li>• Uses appropriate vocabulary</li> <li>• Uses a suitable tone</li> <li>• Speaks at a suitable pace</li> <li>• Speaks clearly using minimal language</li> <li>• Changes language to suit audience</li> <li>• Provides full responses to questions</li> </ul>



		<ul style="list-style-type: none"><li>• Provides accurate responses to questions</li></ul>
<u>Customer Focus</u>	Self	<ul style="list-style-type: none"><li>• Follows through on customer/client inquiries, requests or complaints</li><li>• Distributes useful and up to date information to the customer/client</li><li>• Determines the needs of the customer/client through probing and listening</li><li>• Provides friendly, helpful service to the customer/client</li><li>• Makes sure there is a clear understanding of the customer/client's needs</li><li>• Offers appropriate solutions to the customer/client</li><li>• Prioritises work goals that impact the customer/client directly</li><li>• Diffuses customer/client problems</li></ul>
Influence and Persuasion	Self	<ul style="list-style-type: none"><li>• Uses reason, data, facts and figures to express ideas and opinions</li><li>• Provides well-reasoned arguments</li><li>• Presents features and benefits of an idea, plan, product or service</li><li>• Is persuasive when required</li><li>• Identifies points of agreement and/or disagreement</li><li>• Clarifies understanding &amp; seeks commitment</li><li>• States own point of view whilst acknowledging &amp; respecting the views of others</li></ul>
Planning and Organising	Self	<ul style="list-style-type: none"><li>• Plans and prioritises own tasks and activities</li><li>• Establishes short-term plans</li><li>• Organises resources and activities to meet short-term plans</li><li>• Recognises the need for deadlines</li><li>• Meets established deadlines</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