

Job Description

29 October 24



SENIOR COMMUNICATIONS SPECIALIST Marketing

Reports to: Publicity Manager

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Senior Communications Specialist 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 Senior Communications Specialist is a member of the Publicity team and is tasked with planning and executing strategic communications campaigns for SBS programs (news and current affairs, sport, entertainment, documentaries, and drama) and talent, ensuring effective and compelling communications through media – including print, online, broadcast and social channels.



Main Responsibilities

Main tasks of the role

- Devise, plan, implement and manage communications campaigns and activities to successfully promote SBS programs and talent.
- Write succinct, accurate and compelling copy in accordance with communications plans to successfully promote SBS programs and talent including story pitches, key messages, media releases, Q&As and media kits.
- Research, identify and use new channels and outlets for communications and promotion activities to strengthen the creativity and effectiveness of campaigns.
- Provide briefings and advice for media interviews and events.
- Manage day-to-day media enquiries, special projects, and key events.
- Develop and maintain close productive relationships with key internal and external stakeholders including SBS executives, talent, agents, media and producers.
- Produce effective and relevant evaluation reports for priority campaigns.
- Effectively identify and contribute to the management of media issues.
- Act as a mentor to junior staff and actively contribute to improving the culture, function and output of the Publicity team.

Minimum requirements of the role

- At least six years' experience implementing effective publicity and communications campaigns across a variety of genres and a proven ability to work on complex campaigns independently with limited senior supervision.
- Strong writing and editing skills with demonstrated experience writing effective media releases and story pitches.
- Excellent interpersonal skills and ability to build and maintain positive working relationships with diverse internal and external stakeholders.
- Demonstrated experience in successfully managing complex issues.
- Strong talent management skills with experience coordinating events and photoshoots.
- An understanding of the Australian media landscape, public broadcasting environment and an established network of media contacts.
- Ability to work both independently and as part of a team, taking initiative and exercising sound judgement in considering and resolving issues.
- Experience and comfort working in a fast-paced and dynamic team environment.
- Experience working with media monitoring and analytics tools to produce effective and relevant evaluation reports for campaigns.

Key relationships with internal and external stakeholders

- Heads of Publicity, Marketing and Corporate Communications
- Media
- Talent Managers
- Channel Managers
- Divisional Heads
- Commissioning Editors
- Production Companies
- Distributors



If this role has direct reports they need to be at the 'Function' level in the table below, not Self. If this role has capabilities higher than the 'Self' level, click on the capability and copy and paste the appropriate behaviours into the table below. Delete the 'Coaching' row in the table if the role does not manage others.

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 • Completes tasks within designated timeframe despite obstacles • Perseveres with routine and repetitive tasks without sacrificing quality or excellence



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