

Job Description

October 2024



Corporate Communications Manager Corporate Affairs Division

Reports to: Head of Corporate Communications

Direct report: 1

SBS Values, Vision and Purpose

The Corporate Communications 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, bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are passionate about working together to fulfil SBS's purpose and create a more inclusive society.

Division – Corporate Affairs

The Corporate Affairs Division enhances SBS's reputation and influence with stakeholders, including driving the government, policy and engagement strategies which enable and ensure SBS delivers on its unique purpose to inspire all Australians to explore, respect and celebrate our diverse world and in doing so, contribute to a cohesive society.

Role Purpose

As a member of the Corporate Communications team, the Corporate Communications Manager owns, develops and delivers high quality internal and external communications programs which promote SBS's purpose and support the delivery of the SBS Strategic Plan.

Main Responsibilities

- Be a trusted source of strategic communications advice, support, information and counsel to the SBS senior executive team, including at times the SBS Managing Director, and other stakeholders as required, across key divisions including News and Current Affairs (NACA) and Technology.
- Help drive positive awareness of SBS's reputation through developing and delivering strong media relations, issues management, risk mitigation, and proactive strategic communications activity that promotes awareness of key SBS initiatives, projects and content.

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- Effectively identify and manage reputational risks, including development of crisis management communications plans as required, developing Q&As and talking points around potential issues, maintaining strong relationships with internal stakeholders to be able to effectively advise and influence, and responding to any media enquiries in an accurate, strategic and timely manner.
- Prepare other written and oral communications for external and internal audiences – this may include speeches, presentations, talking points, briefs, media releases, statements, quotes and annual reports.
- Oversee and manage the corporate SBS website and the execution of the SBS corporate content/social strategy across channels such as the SBS and NITV LinkedIn pages.
- Collaborate with the SBS Government, Policy & Regulatory Affairs team on key projects and initiatives such as Parliamentary engagements, Senate Estimates preparations and Board reports.
- Promote and support SBS On Demand's position in market with media releases, engagement with trade and retail media, and by supporting SBS On Demand's Head of Product and General Manager with external engagements.
- Monitor the media for relevant coverage of SBS and industry trends and topics, providing regular updates and insights to internal stakeholders to ensure communications activities are aligned with strategic objectives.
- Contribute to a high performing and collaborative Corporate Communications team culture, and wider Corporate Affairs Division, working in a way that reflects, upholds and promotes SBS's Charter, Vision and Values, fosters a positive and proactive work environment and complies with SBS's policies, procedures and practices including the SBS Code of Conduct.

Minimum requirements of the role

- 8+ years in communications or related area.
- Political, communications, journalism or editorial background highly regarded.
- Exceptional written, verbal and interpersonal skills and an ability to communicate effectively at all levels (internally and externally) with a clear understanding of the need for diplomacy, tact and confidentiality
- Demonstrated ability to identify, develop and deliver communications campaigns and/or opportunities which effectively support an organisation's strategic objectives.
- Strong strategic and critical thinking, proven ability to make effective decisions taking into consideration a range of factors.
- Highly developed organisational and administrative skills, including the ability to cope with pressure, meet deadlines and determine priorities.
- Proven ability to plan and execute activities on multiple projects simultaneously in an organised fashion.
- Outstanding stakeholder engagement skills, with demonstrated ability to influence, build and maintain positive working relationships with diverse stakeholders.
- Experience in media liaison, including demonstrated experience in managing reputational issues in a timely manner, remaining calm and effective.
- 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.

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- Experience managing and/or mentoring staff, including direct reports as well as those beyond your immediate team.
- An understanding of the Australian media landscape, public broadcasting environment, and issues relevant for SBS and our employees.
- This role requires some interstate travel from time to time, and work outside standard hours according to business needs.

Financial accountability

\$N/A

Key relationships with other roles and external stakeholders

- Head of Corporate Communications
- Director of News and Current Affairs
- Chief Technology Officer
- Managing Director
- Director of Corporate Affairs and broader Corporate Affairs team
- Divisional Directors and Senior Management
- External media stakeholders, including journalists and others

KEY CAPABILITY		
CAPABILITY	LEVEL	BEHAVIOUR
Influence & Persuasion	Function	<ul style="list-style-type: none"> • Ensures individuals/team respect the views of others during negotiations • Gathers support from individuals/team or relevant others regarding own idea/position • Uses experts or other third parties to influence • Understands different communication styles whilst maintaining goodwill • Anticipates and prepares for others' reactions/agendas
Initiative	Function	<ul style="list-style-type: none"> • Ensures team members complete assigned tasks without constant supervision • Anticipates obstacles to achieving team goals • Creates opportunities to improve team's/function's performance • Seeks out opportunities to improve processes and tasks • Generates initiatives to enable teams to meet their goals
Planning and Organising	Function	<ul style="list-style-type: none"> • Plans and prioritises team activities and deliverables • Establishes short-term and medium-term plans • Organises resources and activities to meet short-term and medium-term plans • Applies foresight and plans for contingencies • Provides clear instructions regarding team responsibilities and accountabilities

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		<ul style="list-style-type: none"> • Works to priorities and meets team/functional deadlines
Relationship Building	Function	<ul style="list-style-type: none"> • Develops strong internal and external networks to assist with mutual goals • Encourages others to develop strong internal and external networks • Uses key relationships to facilitate the achievement of team goals • Role models effective collaborative networking
Organisational Awareness	Function	<ul style="list-style-type: none"> • Turns business objectives into commercially focused team goals • Understands the impact of organisational policies &/or procedures on the function • Ensures satisfaction by addressing both business and customer needs • Considers impact of potential risks, and/or opportunities on the team/function • Is aware of market/industry dynamics • Considers the financial implications of decisions regarding the team/function • Uses financial reports to encourage team performance and to inform team decision making
Coaching	Function	<ul style="list-style-type: none"> • Plays the role of coach • Consistently identifies opportunities for coaching • Knows when and how to use coaching methodologies • Acknowledges individual differences and leverages strengths • Establishes the agenda of the coachee before one's own • Considers how the staff they are coaching (the 'coachee') can raise self-awareness • Facilitates the coachee to explore options and take ownership • Reads verbal and non-verbal cues to gain commitment to action • Sets the example for ethical behaviours in all coaching interactions

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
 - Work Health & Safety Act (Cth) Regulations 2011
 - 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:

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- 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.

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