

Job Description

14 November 24



Brand Manager Marketing

Reports to: Marketing Manager

Direct reports to this position: Marketing Coordinator

SBS Values, Vision and Purpose

The Brand 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 – 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 Brand Manager both supports and leads on the planning and implementation of assigned campaigns and projects, working closely with the Marketing Manager, and the internal marketing team as well as collaborating with external agencies and wider business and content teams at SBS. The Brand Manager will deliver on agreed objectives targeted at specific audience segments for relevant genres/channels to achieve outstanding campaign outcomes. Oversee assigned campaigns and activity managed by their direct report.

The Brand Manager will have highly effective organisation and project management skills, with a strong



understanding of all marketing channels, especially digital and social, coupled with a strategic mindset and experience in paid media campaign implementation. They have excellent communication skills and a demonstrated ability to effectively build and manage relationships with internal and external stakeholders. They have a high level of attention to detail and ensure projects are completed within deadlines and to established budgets.

The Brand Manager will embrace SBS Leadership values, effectively managing, developing, coaching and leading a direct report, ensuring they are clear on business strategy/KPIs, requirements of their role and have development plans in place

Main Responsibilities

1. Plan, implement and manage marketing campaigns and activities as allocated to successfully promote assigned priorities (e.g. drama/entertainment/sport content, documentaries, News and current affairs)
2. Manage Always On marketing activity across assigned verticals as allocated by the Marketing Manager including identifying and driving opportunities to promote the channels and content via partnerships and cross promotion across the network, being key marketing contact point, and timely monthly reporting.
3. Support the implementation of paid media campaigns, including analysis of media plans, execution of assigned projects within paid media plans and working closely with media agencies to deliver maximum campaign effectiveness. Manage small paid campaigns covering both offline and digital platforms autonomously as allocated.
4. Effectively manage, develop, coach and lead direct reports, ensuring they are clear on business strategy/KPIs, requirements of their role and have development plans in place.
5. Key member of the Squad leadership team, tasked with driving continuous improvement, adopting an agile approach to deliver on squad KPIs.
6. Undertake work in a way that reflects and upholds SBS's Charter, Vision and Values, fosters a positive and proactive work environment and complies with SBS's policies, procedures and practices.
7. Manage reporting requirements for assigned campaigns including campaign updates, post campaign analysis, monthly reporting, Excom reporting, and other adhoc requests with a focus on robust insights and learnings.
8. Apply a 'test and learn' methodology across all campaigns, ensuring new media platforms, technologies and creative solutions are considered.
9. Build and manage productive relationships with key internal stakeholders across assigned channels, verticals/genres and projects including, Content, Corporate Affairs, Audience Data & Insights, Creative, Media Planning & Analytics and Publicity and EDS in support of Divisional and Corporate objectives.



10. Build productive relationships with external stakeholders, including media agencies, production companies and other partners to maximise the effectiveness of assigned campaigns and projects.
11. Lead as required on the day-to-day requirements of priority marketing campaigns and activity including overseeing the coordination of meetings, managing deliverables list, campaign implementation, overseeing the timely delivery of materials and post campaign analysis.
12. Social campaign management including overseeing copy writing, campaign set up, dispatch and optimisation, reporting and liaising with agencies.
13. Work closely with Marketing Manager to identify, develop and manage partnerships and sponsorships.
14. Develop deep understanding of SBS audiences and apply audience testing insights where relevant to campaign activity.
15. Liaise with creative and production teams and other suppliers to ensure timely delivery of materials to brief.
16. Develop an understanding of the drivers of brand growth and brand health and identify issues and opportunities to drive audience and engagement across assigned genres and channels.
17. Continuous analysis of communications effectiveness and the ability to identify solutions and make recommendations to improve performance of assigned genres and channels.
18. Contribute to the annual marketing strategic planning process as required.
19. Contribute to team development via providing guidance and mentorship to more junior team members and sharing knowledge with the broader team.
20. Lead/assist on other projects as assigned by the Marketing Manager.

Operational Excellence

- Deliver all campaigns and projects as per agreed marketing process, to deadline and within budget.
- Effective management and storage of all key campaign documentation and assets.
- Effective management of budgets for assigned channels/platforms/initiatives.
- Work in cross functional teams to achieve outcomes.
- Oversee the tasks assigned to Direct Report, providing guidance and issue resolution.
- Proactively identify and implement efficiencies to continuously improve Ways of Working.

Occupational Health & Safety

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).

Criterion 1 - SBS

- As an SBS Team Member demonstrate a positive and enthusiastic understanding of SBS's Purpose and Values and a commitment to a safe, secure and diverse workplace.
- Experience in and an ability to build enduring organisational success through a combination of professional integrity, drive with considered and strategic decision-making by:



- Leading an agile, inclusive and performance culture at SBS;
- Influential communicating (internally and externally); and
- Being passionate about people through unlocking potential and facilitating engagement.
- Demonstrate an understanding and alignment with SBS's values and including an ability to contribute to a positive culture through:
 - Being a positive representative or advocate for SBS;
 - Constructive and appropriate interaction with others;
 - Adopting a can do approach

Criterion 2 – Marketing and Communications

- Demonstrated strong relevant marketing experience, experience managing complex, integrated campaigns to desired outcomes from briefing to execution. Media and/or agency experience highly regarded.
- Demonstrated strategic marketing planning experience using internal resources, including consumer research and insights, to achieve corporate and marketing objectives.
- Demonstrated strategic channel planning experience using multiple media touch points and channels.
- Strong understanding of digital channels, with significant experience working across all digital/social channels including programmatic, content marketing, search, social media, CRM platform with demonstrable results.
- Understanding of 'best practice' creative across different media channels, including social and digital.
- Demonstrated project management experience in a multi-channel or complex environment; well-developed organisational skills, ability to managing timelines and budgets, and effectively prioritise.
- Experience identifying, developing and managing partnerships and/or sponsorships to drive maximum impact.
- Media and/or news industry, digital agency and/or digital product marketing experience highly regarded.
- Experience working in agile project team/s highly regarded.

Criterion 4 – Interpersonal skills

- Engaging, open to new ideas, proactive and highly energetic.
- Demonstrable experience effectively managing and influencing senior level stakeholders, creative teams, agency partners, and other external stakeholders to achieve high degrees of collaboration.
- Ability to drive the communications agenda through all parts and levels of the organisation through leadership and collaboration.
- Superior oral communication skills with the ability to communicate clearly and liaise effectively with a variety of internal and external stakeholders, at all levels.
- Demonstrated ability to work calmly and maintain good judgment in fast-paced, high-stress environments, as well as ability to escalate issues appropriately.

Criterion 5 – Systems, Resources and OH&S

- Demonstrated experience managing limited resources to achieve desired outcomes.
- Competent in MS Office suite, video conferencing tools (MS Teams/Webex/Zoom) and collaboration tools (e.g. Miro, Trello, Sharepoint, Googledocs).
- Proficient with Adobe Analytics, Google Analytics and ability to quickly get up to speed on new platforms (e.g. performance dashboards).



- Comply with your OH&S responsibilities as outlined in SBS's Health and Safety Management Arrangements.

Criterion 6 – Educational Qualifications

- Tertiary qualifications in a commercial discipline such as marketing, communications or business.
- Demonstrated commitment to, and ambition for professional development.

Key Capability		
Capability	Level	Behaviour
<u>Coaching (for People Leaders only)</u>	Self	<ul style="list-style-type: none"> • Is self-aware and understands own barriers to learning • Shows willingness to overcome personal challenges to learning • Improves performance by applying new skills • Seeks regular feedback • Identifies performance barriers in peers • Applies active listening with patience and openness • Knows when and how to use open and closed questions • Exhibits a coaching style when working with others
<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



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

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