

Job Description

20 November 2024



Video Producer Audio & Language Content

Reports to: Executive Producer, SBS Chinese

Direct reports to this position: N/A

Casual

SBS Values, Vision and Purpose

The Video Producer 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 – ALC

SBS is the most multilingual public broadcaster in the world. With 60 plus language services, we deliver news, information and entertainment and inspire social cohesion by connecting communities through multilingual conversations, helping everyone feel at home in Australia.

Role Purpose

The Video Producer is responsible for reaching audiences in their preferred language, sourcing, shooting, producing, and editing video content for SBS Chinese, as well as Mandarin and Cantonese digital platforms and third-party platforms. As part of a team, the Producer is responsible for the



production and delivery of distinctive and innovative multi-platform content. The content will be consistent with SBS Codes of Practice, Editorial Guidelines, established editorial strategy and other relevant standards and formats.

Main Responsibilities

Journalism and Content Production

Undertake and/or assist with a range of journalism and content production tasks to compile content for SBS Chinese as well as SBS Mandarin, and SBS Cantonese digital platforms and third-party platforms.

These tasks include:

- Create engaging short form videos for the SBS website and social platforms.
- Execute on video strategy to reach new audiences, deepen engagement and reach KPIs.
- Publish video content to multiple platforms (such as website, Facebook, WeChat, Weibo, YouTube)
- Attend daily editorial planning meetings.
- Plan the video content publishing schedule and work to agreed deadlines.
- Report back to the team with regular data and insights to inform on video performance and identify content opportunities.
- As part of the SBS Chinese team, actively monitor the Chinese content output as required, including video, online and audio.

Administration, Training and Teamwork

- Prepare, maintain, and archive documentation associated with content production and delivery as required, and undertake other administrative tasks (including attending meetings, emails, correspondence, etc.) associated with content production and delivery.
- Respond to online, email and telephone feedback from listeners and refer upwards for action as necessary.
- Undertake professional development and training as required.
- Engage in clear and open communication and uphold SBS's Values at all times.

Minimum requirements of the role

- Demonstrated experience in journalism, including journalistic and storytelling skills, and sound editorial judgement.
- Practical experience and demonstrated skills in broadcast reporting and providing content across all of news platforms: digital, radio, and online.
- Minimum 2 years hands-on experience creating video for social media and or web, preferably in a news context.
- Ability to self-shoot, find and interview talents and edit complete packages. Experience producing video and graphics using the Adobe suite (Photoshop, Adobe Premiere Pro and After Effects).
- Demonstrated understanding of the digital and social media landscape, including trends in video.
- Skills in graphic design and animation are desired.
- Demonstrated experience using a CMS: Drupal, WordPress or any similar platform.
- Excellent eye for detail and able to work to tight deadlines.



- Excellent verbal and written communication skills
- Good understanding of creative rights management.
- Must be reliable, flexible, proactive, and passionate about working collaboratively with both the SBS Cantonese and SBS Mandarin teams as well as the digital team in ALC.
- Proficiency in written and spoken English and Chinese is essential, including clear broadcast delivery. Candidates will be required to undergo a language assessment to demonstrate their proficiency in the Mandarin language.
- Demonstrated understanding of the Chinese-speaking communities in Australia.
- Demonstrated computer skills including familiarity with Microsoft office tools, website content management publishing, audio, and video editing/production software.
- Proven ability to work under pressure, meeting strict deadlines.
- Demonstrated ability to build and maintain relationships with a range of stakeholders internally and externally.

Key relationships with other roles and external stakeholders

- ALC Executive Producers, Program Managers, Cross-Platform Journalists, Producers and Digital Producers.
- ALC Digital and ALC Editorial Standards and Training.
- NACA and INACA Senior News Editorial leaders & Cross Platform Journalists/Producers Technology Operations & Broadcast Team.

Key Capability		
Capability	Level	Behaviour
Adaptability and Flexibility	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
Communication	Self	<ul style="list-style-type: none">• Uses appropriate grammar• Uses appropriate vocabulary• Uses a suitable tone• Speaks at a suitable pace• Speaks clearly using minimal language• Changes language to suit audience• Provides full responses to questions• Provides accurate responses to questions
Customer Focus	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



		<ul style="list-style-type: none">• 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
Decision Making	Self	<ul style="list-style-type: none">• Makes decisions in situations that are well defined• Makes decisions that impact own area of responsibility• Weighs up alternatives according to their likely impact• Weighs up alternatives according to their likely impact on others• Makes decisions in a timeframe appropriate to the work goal• Readily makes decisions when faced with unfamiliar circumstances
Planning & Organising	Self	<ul style="list-style-type: none">• Plans and prioritises own tasks and activities• Establishes short-term plans• Organises resources and activities to meet short-term plans• Recognises the need for deadlines• Meets established deadlines

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).
- Comply with Work Health and Safety Regulations and responsibilities.
- Ensure employees 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