

Job Description

14 January 25



Digital Content Producer, SBS Spice

Reports to: Executive Producer, SBS Spice

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Digital Content 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 – Audio and Language Content (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 Digital Content Producer is responsible for establishing and maintaining the social media presence for SBS Spice. They are responsible for the creation of video content for social media, the strategic placement of digital content and the day-to-day moderation of social media platforms. The content produced will be consistent with SBS Codes of Practice, Editorial Guidelines, established editorial strategy and other relevant standards and formats.

Main Responsibilities



- Create English content for social media platforms that engages and entertains our target Australian audience with South Asian heritage, and/or interest or links to our diverse South Asian communities. To include, but not limited to social media videos, audiograms and podcasts.
- Manage and drive the social media strategy. Build, foster and engage a social media audience.
- Manage and moderate social media channels alongside the relevant website and other owned platforms. Manage social media ad campaigns to specified budgets.
- Participate in multiplatform content ideation and assist with editorial planning and implementation, working closely with your Executive Producer and ALC language and content teams.
- Monitor and analyse user data and audience metrics from social media tools to assess performance and to inform content planning and engagement strategies.
- Keep abreast of latest developments and trends in digital media
- Seek opportunities to cross-promote content with other SBS brands, channels, and content verticals.
- Attend team meetings, including editorial, planning or collaboration sessions.
- Be organised and up to date on relevant content initiatives.

Minimum requirements of the role

- Demonstrated industry experience working in video production, marketing/advertising or media.
- Demonstrated experience using and understanding best practice on video social platforms: primarily YouTube, Instagram, Facebook and/or TikTok.
- Demonstrated experience in using image editing software (e.g., Adobe Photoshop, Canva), video editing software (Adobe Premiere) and audio recording/editing tools (Headliner) to produce audiograms or longer form video.
- Demonstrated experience using a CMS: Brightspot, Drupal, WordPress, or any similar platform.
- Demonstrated experience using analytics software (Adobe, Google etc.) and native social and video platform data insights tools.
- Demonstrated understanding of the South Asian community in Australia. Fluency in a South Asian language serviced by SBS (Hindi, Punjabi, Nepali, Bangla, Urdu, Telugu, Gujarati, Sinhala, Malayalam, Tamil) will be highly desired.



- Commitment to producing high quality and distinctive content and experience of working in team, with the communication and time management skills to operate effectively in a busy production environment.

Health and Safety

- Promote, implement compliance with and foster continued improvement of SBS's Health and Safety Management system (SMS) within your operational areas.

Key relationships with stakeholders

- ALC Digital team, ALC South Asian language and content teams and ALC Community Engagement
- SBS Social Media and SBS Corporate Affairs (Corporate Communication, Outreach).
- South Asian community stakeholder (external)

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>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>Learning Orientation</u>	Self	<ul style="list-style-type: none">• Takes part in organised learning and development opportunities• Recognises ideas that are similar to their own• Readily assimilates new information• Benefits from information and structured approaches to learning• Learns affectively from own experiences, both positive and negative• Seeks feedback on own performance
<u>Relationship Building</u>	Self	<ul style="list-style-type: none">• Establishes a connection with others• Builds friendly, warm relationships that are mutually beneficial• Maintains ongoing relationships that are mutually beneficial• Shares relevant information with others



		<ul style="list-style-type: none">• Recognises the value of building and maintaining relationships• Helps others achieve common goals• Openly communicates with others
<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)
- 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.