

Job Description

22 January 25



Sales Executive SBS Media

Reports to: State Sales Manager

Direct reports to this position: Sales Coordinators on a day to day level

Created by: State Sales Manager

SBS Values, Vision and Purpose

*The **Sales Executive** 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 – SBS Media

Our Vision: *We are the most loved and trusted media team, inspired by diversity to create extraordinary experiences.*

Our Purpose: *Giving a voice to brands in our diverse world.*

Role Purpose

The Sales Executive purpose is to generate cross-platform advertising revenue (Digital & TV) as part of SBS's agency & direct sales team to maximise SBS's revenue opportunities.



Main Responsibilities

Main tasks of the role

- To consistently achieve and exceed sales and market share targets within the allocated portfolio of Agency clients (Digital and Television targets)
- Provide accurate and timely forecasts of achievement to budgets and goals.
- Maintain and grow client portfolio within Agencies and Direct businesses.
- Pro-actively maximise revenue opportunities through cross platform, sponsorships, identifying clients marketing challenges and working with internal resources to provide solutions.
- Build and maintain strong relationships with both internal and external clients.
- Continually develop knowledge and expertise of SBS's products, including marketing expertise, business knowledge, researching tools and techniques, and the competitive environment.
- Communicate management information through completion of required reporting accurately and in a timely manner.
- Manage and develop your Account Coordinator, understanding that all tasks performed are ultimately the Sales Executive's responsibility.
- To negotiate to achieve the optimum balance between share, revenue and yield
- Execute all duties in accordance with direction and deadlines communicated by management.
- Entertain all clients both during and outside of standard work hours.
- Consistently work towards the achievement of "Premium Customer Service" document.
- Cohesively work with the Brand partnerships, Digital and fellow sales team members. Develop effective and creative responses to brief, in a timely manner.
- Respond to proposals, media schedules and production briefs within tight deadlines, owning and taking responsibility of your patch.
- Achieve minimum face to face meetings and presentations to current and potential advertising clients in accordance with set KPI's.
- Build digital proposals, create online insertion orders, check campaign performance, send campaign reports, look up inventory and create digital presentations
- Champion digital sales products in market forge relationships with digital teams
- Proficient in talking about online video, shift to mobile and tablet, IAB ad units, digital site statistics
- Proactive digital opportunities developed for clients through working with Digital Sales Producer and Brand Partnerships team
- Provide a positive attitude and contribution as a team member
- 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).
- Responsible for achieving digital revenue targets
- Responsible for responding to digital campaign briefs, creating digitally-led sales presentations and proactive opportunities for clients using all digital products
- Account managing online campaigns and consulting with digital ad operations team to ensure optimization and campaign delivery
- Create and maintain a digital revenue pipeline and build strong relationships with digital contacts within agency patch
- Develop capabilities to be proficient in talking about all SBS digital assets including programmatic selling, data and digital measurement in order to help SBS Media grow revenues across all platforms

Minimum requirements of the role

- Excellent communication skills and the ability to adopt and using a range of styles, tools and techniques appropriate to customers both internally and externally.



- Strong negotiation skills and able to ensure value is maximised for both clients and the business.
- Superior Presentation Skills an able to deliver attractive, accurate and customer focused communication.

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.
- 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/will do approach; and
 - Displaying a commitment to the team including OH&S, diversity and team work goals.

Sales

- Minimum 2-3 years' experience and proven ability in providing effective sales and marketing solutions including preparation of sales presentations and pitches in media agency/direct market
- Have established relationships within the media agencies.
- Passionate about and proactive in generating new business and developing client relationships.

Customer Service

- Well-developed written and verbal communication skills, strong interpersonal skills, with a polite yet confident demeanour.
- Well-developed customer service skills, with the ability to uphold these in a demanding deadline driven environment.

Organisational Skills

- Demonstrated ability to balance competing priorities to meet set targets/outcomes.
- Proficiency in using Microsoft Office Suite to prepare general correspondence, sales presentations, reports and spreadsheets.

Key relationships with other roles and external stakeholders

- Clients and Agencies
- Internal Staff

Key Capability		
Capability	Level	Behaviour
<u>Coaching</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



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

[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

Workplace Health & Safety

[For Managers/Supervisors]

- 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:
 - 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.