

Job Description

28 January 25



SCHEDULER, MEDIA PLANNING & ANALYTICS (MPA) Marketing (part-time)

Reports to: Channel Lead, MPA

Direct reports to this position: N/A

SBS Values, Vision and Purpose

*The **Scheduler, MPA** 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

As part of the SBS Marketing Department, the Scheduler, Media Planning & Analytics plays a key role in contributing to the delivery of SBS' distinctive content. The Scheduler is responsible mainly from delivering the transmission schedules for SBS channels and scheduling promos that align with the weekly media plan.



Main Responsibilities

Main tasks of the role:

1. Using IBMS scheduling software, preparing a minute-by-minute schedule for the broadcast day which includes program parts, commercial spots, traffic elements, station idents and secondary events;
2. Scheduling promotion events through our promo optimisation tool in line with agreed marketing strategy and campaign objectives;
3. Planning and scheduling promotions for On Demand;
4. Scheduling and organising the production and of all schedule elements including secondary events, credit squeezes, openers, bumpers, and warning boards (when required) with relevant content and production teams;
5. Ensuring all programs start in accordance with the advertised times;
6. Liaising with the marketing and commercial scheduling departments to make sure the daily transmission schedules do not contain gaps, overbooked breaks, or classification errors;
7. Finalising the daily transmission schedules after the promotional and commercial schedules have been confirmed and downloading the final log into the on-air presentation servers;
8. Debriefing the daily schedules for each channel after the transmission date on a timely manner;
9. Creating and assigning templates to programming slots in accordance with program break structure rundowns 6 and 9 weeks out from final transmission;
10. Generating the skeleton schedule templates for the next 3 to 6-month programming period to be released to Media Sales;
11. Creating weekly program rundowns for SBS Channels under the supervision of the Channel Lead;
12. Generating media ID numbers for promotional material and general presentation events, and other on-air elements; attaching production makelists to smartsheets and setting campaigns in the promo optimiser with confirmed classifications;
13. Updating AGB Nielsen programming information based on the final SBS as-run files the day after transmission;
14. Working on rostered team tasks, such as reporting on missing tx materials list and schedule discrepancies as reported daily by TBS;
15. Providing additional support to other team members and the Media Planning & Analytics Senior Manager and Channel Leads as required;
16. Comply with WH&S responsibilities as outlined in the SBS Health and Safety Management Arrangements.

**Minimum requirements of the role**

- A broad understanding of transmission schedules;
- Previous experience in a broadcast or media environment;
- Attention to detail;
- Effective communication skills.

Key relationships with other roles and external stakeholders

- Channel Leads, and MPA schedulers in other Channel Teams;
- Sales Operations team;
- Creative Production team;
- TBS Presentation;
- Broadcast Management Systems (BMS) Team.

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>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>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>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