

# Job Description

January 2025



## Trade Marketing Manager, CulturalConnect

**Reports to:** National Manager, CulturalConnect

**Direct reports to this position:** 0

### SBS Values, Vision and Purpose

The **Trade Marketing Manager, CulturalConnect** 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

Reporting to the National Manager – CulturalConnect, this role is responsible for the identification, strategy, development and execution of Trade Marketing & Communications campaign initiatives for SBS Media. This important position works with multiple stakeholders to grow awareness and understanding of the SBS Media brand positioning, content and point of difference with media agencies and clients.

### Main Responsibilities

#### Trade Marketing & Communications

- Own the Trade Marketing strategy, calendar and budget across the financial year
- Present strategic recommendations for trade marketing initiatives that align with SBS media's brand, content and major go to market priorities.
- Take responsibility for the strategy, development and execution of major SBS Media trade marketing campaigns and initiatives ensuring all activity is on brand and delivered within prescribed deadlines and budget
- Provide timely post campaign reporting for all events and initiatives, demonstrating return on investment
- Work with the SBS corporate communications and publicity teams to identify opportunities that promote strategic priorities and SBS media trade brand initiatives via owned, earned and paid strategies.



- Build strong and proactive relationships with the Trade Media

#### Events

- Manage all major SBS Media trade events including the SBS Upfront events nationally, in consultation with SBS's Chief Commercial and Marketing Officer and National Manager, CulturalConnect.
- Provide guidance to SBS Media divisions including the Agency Sales team, Radio and In Language teams on trade marketing initiatives, ensuring the events are on brand and reflect the SBS Media brand pillars

#### Sponsorships & Corporate Hospitality

- Be responsible for the implementation of all SBS Media sponsorships nationally, ensuring SBS Media maximises exposure, receives all sponsorship entitlements and provide post reports detailing ROI and future recommendations.
- Be responsible for the delivery of corporate hospitality opportunities for agencies and clients.

#### Brand - Merchandise & Signage

- Act as a brand custodian and oversee the design and delivery of SBS Media merchandise, printing and signage requirements
- Provide recommendations for merchandise and signage requirements that are aligned with key SBS Media trade initiatives and brand positioning
- Develop relationships with preferred merchandise, printing and signage suppliers

#### Stakeholder Engagement & Communication

- Be responsible for the delivery of regular trade communications including Snapshot EDMs in consultation with content
- Develop and maintain strong working relationships with key members of the SBS Marketing, publicity and content teams and all major external suppliers and partners

#### Administration

- Oversee the SBS Media Trade Marketing budget and reporting requirements in conjunction with finance
- Manage timing and execution of SBS Media trade initiatives via management of a trade marketing planner

Key Capability		
Capability	Level	Behaviour
Collaboration	Operation	<ul style="list-style-type: none"> <li>• Encourages collaboration (sharing of responsibility and information) across the business</li> <li>• Ensures expert knowledge is continuously enhanced and shared across the business</li> <li>• Acts to promote respect, helpfulness and co-operation across the business</li> <li>• Publicly credits individuals across the business who have performed with excellence</li> </ul>



Learning Orientation	Operation	<ul style="list-style-type: none"><li>• Initiates development opportunities to enhance business performance</li><li>• Considers ideas and perspectives that challenge business strategies/concepts</li><li>• Seeks feedback on the performance of the business and it's stakeholders</li></ul>
Innovation	Organisation	<ul style="list-style-type: none"><li>• Scans the environment for strategic opportunities to benefit SBS</li><li>• Promotes a culture that nurtures, recognises and rewards creativity &amp; innovation</li></ul>
Relationship Building	Operation	<ul style="list-style-type: none"><li>• Uses strong internal networks to facilitate the achievement of business objectives</li><li>• Uses key external alliances/relationships to facilitate the achievement of business objectives</li><li>• Consults with stakeholders to generate trust and an open expression of interests</li><li>• Leverages information from various network sources</li></ul>
Results Focus	Organisation	<ul style="list-style-type: none"><li>• Strives to improve organisation and market performance</li><li>• Ensures initiatives are completed within designated timeframes and budgets</li><li>• Contributes to a culture that sustains excellence</li></ul>

## Workplace Health & Safety

- 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
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  - National Standard for Manual Tasks 2007
  - National Code of Practice for the Prevention of Musculoskeletal Disorders Caused From Performing Manual Tasks
- 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 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.