

Job Description

10 January 22



Digital Producer (Social), Learn English

Reports to: Program Manager, Learn English

Direct reports to this position: N/A

SBS Values, Vision and Purpose

The Digital Producer (Social), Learn English 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

We inspire social cohesion by connecting communities through multilingual conversations, helping everyone feel at home in Australia.

Role Purpose

The Digital Producer (Social) is responsible for establishing and maintaining the social media presence for SBS' Learn English project. They are also responsible for the creation and strategic placement of digital content and the day-to-day moderation of relevant websites and 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

Content Production & Community Engagement

- Working with the Program Manager and Content Producer in Learn English and ALC Content and language teams, create content for social media platforms that builds depth and understanding for audiences in Australia and overseas. To include, but not limited to, articles, posts, social media videos, audiograms.
- Generate and develop content ideas for the relevant platform and language audience. Assist with the planning, editing and collaboration of content across ALC language teams.
- Manage and drive the social media strategy and projects for SBS' Learn English project in collaboration with leadership and content teams across SBS. Manage the relevant language website, social media channels and any additional branded external channels as required. Manage social media ad campaigns to specified budgets.
- Engage and respond appropriately with the community on social media channels to foster a positive and engaged audience. Moderate the social media channels as required.
- Bring a creative approach to building our key audiences. Act as the voice of the audience in planning conversations, assisting in shaping key stories during commissioning discussions and contributing ideas for new content formats.

Strategy

- Identify target audience segments for stories and develop and execute strategies to increase social reach and engagement with our content.
- Monitor and analyse user data and audience metrics from social media tools to assess performance and inform future decisions around content creation, engagement, and audience growth.
- Keep abreast of latest developments in third-party platforms and how they can be used for, storytelling and the delivery of effective educational content.
- Proactively seek opportunities to cross-promote content with other SBS brands, channels, and content verticals.
- Attend regular editorial production meetings with the relevant language team as the online specialist and document content priorities and initiatives.



Minimum requirements of the role

- Demonstrated experience in social media content production including:
 - Ability to undertake tasks involved in the planning, preparation, production, presentation and delivery of social content
 - Ability in curating content and contributing to social media
 - Experience in digital production, particularly video editing, ideally with skills in Adobe Photoshop and Adobe Premiere
- Demonstrated experience in community management.
- Demonstrated ability in analysing metrics related to engagement and reach and using these in decision making for creating new and engaging content.
- Thorough understanding of how to identify opportunities to grow and engage audiences for educational content on established and emerging social media platforms.
- Advanced knowledge of SEO and how to optimise content for search and social media.
- A strong knowledge and understanding of the needs of CALD and SBS Learn English audiences and a commitment to producing high quality, distinctive Australian Education content. An understanding TESOL highly desirable.
- Effective teamwork, 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 other roles and external stakeholders

- Program Manager, Learn English, SBS Social Media team ALC Leadership team, ALC content producers, ALC Content team, ALC Community Engagement.
- Corporate Affairs (Corporate Communication, Outreach).
- SBS Languages Program Management.
- Language communities (external), translators (internal and external).



Key Capability		
Capability	Level	Behaviour
<u>Communication</u>	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
<u>Customer Focus</u>	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 • 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
<u>Decision Making</u>	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
<u>Initiative</u>	Self	<ul style="list-style-type: none"> • Completes tasks without constant supervision • Puts in extra effort even when it's not required • Exceeds job description, e.g., takes on additional tasks • Addresses obstacles to achieving own goals • Acts on opportunities without prompting • Minimises potential problems by applying initiative
<u>Planning & Organising</u>	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