

# Job Description

April 2022



## Corporate Communications Manager Corporate Affairs Division

Reports to: Head of Corporate Communications

### SBS Values, Vision and Purpose

The **Corporate Communications Manager** 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, bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are passionate about working together to fulfil SBS's purpose and create a more inclusive society.

### Division – Corporate Affairs

*The Corporate Affairs Division enhances SBS's reputation and influence with stakeholders, including driving the government, policy and engagement strategies which enable and ensure SBS delivers on its unique purpose to inspire all Australians to explore, respect and celebrate our diverse world and in doing so, contribute to a cohesive society.*

### Role Purpose

As a member of the Corporate Communications team, the Corporate Communications Manager owns, develops and delivers high quality internal and external communications programs which promote SBS's purpose and support the delivery of the SBS Strategic Plan.

### Main Responsibilities

- Provide high level strategic communications advice for key divisions within SBS, including News and Current Affairs (NACA), Technology and Marketing.
- Provide strategic communications advice and support to senior executive team, including at times the SBS Managing Director, and other stakeholders as required.
- Collaborate with the SBS Government Affairs team on key projects and initiatives such as Parliamentary engagements and Senate Estimates preparations.

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- Lead the development and delivery of strategic external communications plans promoting awareness of key SBS initiatives, projects and content.
- Support positive and effective management of SBS's reputation through issues management, risk mitigation, and proactive communications activity.
- Proactively engage and maintain strong working relationships with a range of internal and external stakeholders, being a trusted source of information, support, advice and counsel.
- Contribute to a high performing and collaborative Corporate Communications team culture, and wider Corporate Affairs Division.

**Main Tasks:**

- Manage and deliver the corporate communications requirements for the SBS News and Current Affairs division, working closely with the SBS Director of News and Current Affairs and other senior editorial stakeholders.
- Manage and deliver the corporate communications requirements for SBS' technology and marketing divisions.
- Deliver a range of high-quality communications materials for senior SBS executives, including at times the Managing Director. This may include preparation of speeches, presentations, talking points, briefs, and written and oral communications for external and internal audiences, as well as providing ongoing advice and counsel on a range of issues.
- Deliver a range of high-quality written materials including media releases, statements, quotes, and other external-facing materials, in addition to speeches, presentations and talking points for SBS employees and talent as required.
- Oversee and manage the corporate SBS website and the execution of the SBS corporate content/social strategy across owned and social channels, such as LinkedIn and Twitter.
- Undertake effective media relations, maintaining positive relationships with media, managing enquiries and handling issues effectively, engaging relevant stakeholders to ensure SBS responds accurately and in a timely manner.
- Effectively identify and manage reputational risks, including development of crisis management communications plans as required, developing Q&As and talking points around potential issues, and maintaining strong internal stakeholder relationships to be able to effectively advise and influence to mitigate risks.
- Monitor the media for relevant coverage of SBS and industry trends and topics, providing regular updates and insights to internal stakeholders.
- Provide support to the Head of Corporate Communications, as well as Directors, senior staff and the SBS Board, as required/directed.
- Maintain an understanding of the media industry, public broadcasting and relevant political landscape, and work closely with a range of internal stakeholders to ensure communications activities are aligned with strategic objectives.
- Undertake work in a way that reflects and upholds SBS's Charter, Vision and Values, fosters a positive and proactive work environment and complies with SBS's policies, procedures and practices including the Code of Conduct.
- Model and promote SBS Values through appropriate standards, interactions and behaviours.

*Minimum requirements of the role*

- 5+ years in communications or related area.
- Political, communications, journalism or editorial background highly regarded.
- Exceptional written, verbal and interpersonal skills and an ability to communicate effectively at all levels (internally and externally) with a clear understanding of the need for diplomacy, tact and confidentiality

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- Demonstrated ability to identify, develop and deliver communications campaigns and/or opportunities which effectively support an organisation's strategic objectives.
- Highly developed strategic and critical thinking, proven ability to make effective decisions taking into consideration a range of factors.
- Highly developed organisational and administrative skills, including the ability to cope with pressure, meet deadlines and determine priorities.
- Proven ability to plan and execute activities on multiple projects simultaneously in an organised fashion.
- Outstanding stakeholder engagement skills, with demonstrated ability to influence, build and maintain positive working relationships with diverse stakeholders.
- Experience in media liaison, including demonstrated experience in managing reputational issues in a timely manner, remaining calm and effective.
- Ability to work both independently and as part of a team, taking initiative and exercising sound judgement in considering and resolving issues.
- Experience and comfort working in a fast-paced and dynamic team environment.
- Experience managing and/or mentoring staff, including direct reports as well as those beyond your immediate team.
- An understanding of the Australian media landscape, public broadcasting environment, and issues relevant for SBS and our employees.
- This role requires some interstate travel from time to time, and work outside standard hours according to business needs.

*Financial accountability*

\$N/A

*Key relationships with other roles and external stakeholders*

- Director of News and Current Affairs
- Chief Technology Officer
- Director, Marketing
- Managing Director
- Head of Corporate Communications
- Director of Corporate Affairs
- Corporate Communications team
- Government Affairs team
- Corporate Affairs Divisional staff
- Divisional Directors and Senior Management

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| KEY CAPABILITY               |       |   |
|------------------------------|-------|---|
| CAPABILITY                   | LEVEL | BEHAVIOUR   |
| Adaptability and Flexibility | Self  | <ul style="list-style-type: none"><li>• Smoothly handles multiple demands and shifting priorities</li><li>• Deals with interruptions positively</li><li>• Modifies approach to suit different people</li><li>• Is open to different points of view</li><li>• Copes with organisational change positively</li><li>• Deals with a minimal degree of ambiguity in own role</li></ul>   |
| Collaboration                | Self  | <ul style="list-style-type: none"><li>• Displays a genuine intention to work co-operatively with others</li><li>• Offers to help others achieve common goals</li><li>• Makes an effort to understand the goals of others</li><li>• Shares all relevant or useful information</li></ul>  |
| Planning and Organising      | Self  | <ul style="list-style-type: none"><li>• Plans and prioritises own tasks and activities</li><li>• Establishes short-term plans</li><li>• Organises resources and activities to meet short-term plans</li><li>• Recognises the need for deadlines</li><li>• Meets established deadlines</li></ul>   |
| Communication                | Self  | <ul style="list-style-type: none"><li>• Uses appropriate grammar</li><li>• Uses appropriate vocabulary</li><li>• Uses a suitable tone</li><li>• Speaks at a suitable pace</li><li>• Speaks clearly using minimal language</li><li>• Changes language to suit audience</li><li>• Provides full responses to questions</li><li>• Provides accurate responses to questions</li></ul>   |
| Organisational Awareness     | Self  | <ul style="list-style-type: none"><li>• Considers how their role impacts both the department and the business</li><li>• Understands the impact of organisational policies/procedures on the department</li><li>• Considers both the business and customer perspective on various issues</li><li>• Identifies key drivers and commercial opportunities within their department</li><li>• Uses financial reporting information to drive performance</li></ul> |

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## 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
  - 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.

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