

# Job Description

11 May 22



## Lead Podcast Producer

Audio and Language Content Division

Reports to: Digital Audio and Podcast Manager

Direct reports to this position: N/A

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### SBS Values, Vision and Purpose

The **Lead Podcast Producer** 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 – Audio, Languages and Content

SBS is the most multilingual public broadcaster in the world. With over 60 language services, we deliver news, information and entertainment to the 4.87m people in Australia who speak a language other than English at home (ABS Census 2016).

### Role Purpose

The Lead Podcast Producer will be a subject matter expert in podcast creation and distribution for the Audio & Language Content division (ALC, also known as SBS Radio). This role will drive the implementation of ALC's digital audio strategy and help contribute to the audience growth by enabling content teams to produce engaging on-demand digital audio and podcasts for their target audiences.

The Lead Podcast Producer reports into the Digital Audio and Podcast Manager.

#### Special Broadcasting Service

14 Herbert Street, Artarmon NSW 2064 Australia [sbs.com.au](http://sbs.com.au)  
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## Main Responsibilities

- Support the Digital Audio and Podcast Manager in executing podcast creation and distribution strategies for SBS editorial teams, working to improve the audience listening experience and increase consumption.
- As the SBS podcast subject matter expert, work with ALC editorial teams and external contributors to develop and produce new SBS podcast series – providing project management support, content advice and feedback from the pitching stage through to publication.
- Function as a centre of podcasting excellence:
  - Inform teams about the latest podcast content industry trends and best practices.
  - Work with ALC's Training team to help define best practices and benchmarks.
  - Provide podcast coaching to ALC editorial teams.
  - Advise radio teams on podcast-first audio creation and improved repurposing of radio content for podcast.
  - Make recommendations to teams on improving their podcast promotion and distribution.
- Working with the Audience Data & Insights division (AD&I), enable the ALC languages groups and other SBS editorial teams to understand audience podcast consumption behaviours.
- Further enable podcast distribution strategies including by assessing and recommending new third party platforms to distribute SBS podcasts.
- Work closely with third-party partners including Spotify, Apple, Google and Amazon to maximise SBS opportunities in podcast distribution and awareness.
- Assist in the monetisation of SBS podcasts through ongoing collaboration with SBS Media Sales and Business Partnerships.
- Support Technology projects that impact the delivery of podcasts, such as the redevelopment of SBS' website and audio app, and podcast monetisation.
- Action recommendations and proactively seek opportunities to cross-promote content and digital services with other SBS brands, channels and content verticals including through digital ad insertion on SBS podcasts.

## Requirements of the role

- Minimum 3 years hands-on experience working in digital-first audio content creation and distribution.
- Demonstrated experience developing and implementing digital audio product and podcasting strategies.
- Keen awareness of industry podcast standards, developments, and trends.
- Experience project managing the production and distribution of podcast series.
- Experience launching and managing podcasts on third party platforms (eg. Apple, Spotify).
- Experience in fostering content partnerships and relationships with external parties.
- Experience using analytics software (Adobe, Google Analytics) and third-party platforms such as Apple Podcasts connect, Spotify for Podcasters.
- Outstanding communication and coaching skills. This role operates as an influencer to help improve SBS podcast products - predominantly with producers in ALC, but also supporting team members from across SBS.

## Financial accountability

- As required for specific content projects, this role will help to manage production budgets and reports to the Digital Strategy & Engagement Manager for approval/fulfilment.

## Key relationships with other roles and external stakeholders

- SBS Radio Content teams – including Program Managers, Executive Producers and broadcasters.
- Other SBS editorial teams including SBS News, SBS Voices, SBS Sport, SBS On Demand, and NITV.
- ALC training Team
- Key contacts in other SBS divisions including Audience Data & Insights, Technology, Marketing, Media Sales



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>
Coaching	Self	<ul style="list-style-type: none"><li>• Is self-aware and understands own barriers to learning</li><li>• Shows willingness to overcome personal challenges to learning</li><li>• Improves performance by applying new skills</li><li>• Seeks regular feedback</li><li>• Identifies performance barriers in peers</li><li>• Applies active listening with patience and openness</li><li>• Knows when and how to use open and closed questions</li><li>• Exhibits a coaching style when working with others</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>
Communication	Function	<ul style="list-style-type: none"><li>• Encourages open communication within the team/function</li><li>• Ensures body language reflects the verbal message</li><li>• Tailors communication style to send convincing messages</li><li>• Demonstrates the ability to 'think on feet' in reasonably familiar situations</li><li>• Deals with difficult or sensitive issues in a diplomatic manner</li></ul>
Decision Making	Function	<ul style="list-style-type: none"><li>• Makes decisions in situations that are well defined, but broad in scope</li><li>• Makes decisions that impact the team/function</li><li>• Weighs up alternatives according to their likely impact on the team/function</li><li>• Identifies the most appropriate action to meet business objectives</li><li>• Includes all Self behaviours</li></ul>
Initiative	Self	<ul style="list-style-type: none"><li>• Completes tasks without constant supervision</li></ul>



		<ul style="list-style-type: none"><li>• Puts in extra effort even when it's not required</li><li>• Exceeds job description, eg, takes on additional tasks</li><li>• Addresses obstacles to achieving own goals</li><li>• Acts on opportunities without prompting</li><li>• Minimises potential problems by applying initiative</li></ul>
Innovation	Self	<ul style="list-style-type: none"><li>• Generates original solutions to problems</li><li>• Contributes to creative thinking and ideas</li><li>• Makes suggestions to refine current processes and procedures to create optimum efficiency</li><li>• Participates in the implementation of new processes and procedures that improve current performance</li></ul>
Learning Orientation	Self	<ul style="list-style-type: none"><li>• Takes part in organised learning and development opportunities</li><li>• Recognises ideas that are similar to their own</li><li>• Readily assimilates new information</li><li>• Benefits from information and structured approaches to learning</li><li>• Learns affectively from own experiences, both positive and negative</li><li>• Seeks feedback on own performance</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>
Planning and Organising	Function	<ul style="list-style-type: none"><li>• Plans and prioritises team activities and deliverables</li><li>• Establishes short-term and medium-term plans</li><li>• Organises resources and activities to meet short-term and medium-term plans</li><li>• Applies foresight and plans for contingencies</li><li>• Provides clear instructions regarding team responsibilities and accountabilities</li><li>• Works to priorities and meets team/functional deadlines</li></ul>
Relationship Building	Self	<ul style="list-style-type: none"><li>• Establishes a connection with others</li><li>• Builds friendly, warm relationships that are mutually beneficial</li><li>• Maintains ongoing relationships that are mutually beneficial</li><li>• Shares relevant information with others</li><li>• Recognises the value of building and maintaining relationships</li><li>• Helps others achieve common goals</li></ul>



		<ul style="list-style-type: none"><li>• Openly communicates with others</li></ul>
Results Focus	Function	<ul style="list-style-type: none"><li>• Encourages team members to make specific changes in work methods or practices to improve performance</li><li>• Encourages team members to seek alternative possibilities when faced with obstacles</li><li>• Ensures team members persevere with responsibilities to ensure project completion</li><li>• Streamlines processes and procedures to ensure efficient outcomes</li><li>• Strives to identify and minimise barriers to excellence</li><li>• Ensures own &amp; team responsibilities are completed within designated timeframes</li></ul>

## 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