



# TELSTRA SUCCESS PROFILE

<b>Area</b>	Content & Channels	<b>Work code</b>	BZSCORAD
<b>Talent Segment</b>	Corporate Affairs	<b>Lead or Team Member</b>	Team Member
<b>Band</b>	2	<b>Generic Role Title</b>	Specialist
<b>Reporting To</b>	Content & Channels – Principal	<b>Market Role Title</b>	Creative & Production Lead

## Role context and overview

<b>Role purpose</b>	The Creative & Production Lead will lead the team that produce video, audio and still assets in support of campaign and communications objectives for use across our digital communication channels, including social media and owned channels.
<b>How the role contributes to business strategy</b>	Telstra's overall success will be enabled by having high performing digital communications that enable it to successful reach and engage its audience.
<b>The measurable deliverables and outcomes of this role</b>	The Production Lead will be expected to contribute to key campaign targets and channel/content performance benchmarks for engagement and media efficiency. They will also be measured on productivity and output of their team.

## Key Responsibilities and Accountability Metrics

### Key Responsibilities

- Partner with Campaign Leads and Content Specialists to develop creative concepts and creative/artistic direction to guide the creation of assets.
- Demonstrate strong creative and artistic leadership and vision with a deep understanding of digital communications channels.
- Lead a high performing team that produce outstanding video, audio and still assets in support of campaign and communications objectives for use across our digital communication channels, including social media and owned channels.
- Ensure Telstra's Social Media Playbook and Brand Guidelines are applied consistently through all executions.
- Oversee production of always-on series, including Telstra News – the company's daily video digest for employees.
- Forecast resourcing needs and effectively prioritise allocation of resources to priorities, ensuring all outputs are delivered on time and budget.
- Manage use of relevant budgets as allocated for creative work.
- Build strategic relationships with key partners and stakeholders outside of Communications, including C&SB Marketing (Brand).
- Establish processes and procedures that enable the team to produce high quality work as efficiently as possible, while retaining ample flexibility to respond quickly.
- Use tools such as Adobe Creative Suite to produce creative artefacts, presentations, storyboards and other design outputs to articulate creative ideas.
- Direct and manage the output of creative assets for all key campaign, ensuring quality control and alignment to plans and priorities.



- Regularly scout for creative inspiration externally and share as appropriate to inspire others.

#### Key Accountability Metrics

- Produce high quality content on-time and to brief
- Content performance as measured through various content engagement metrics
- Productivity of team as measured through volume of output and speed of delivery

## Key Relationships / Interdependencies

<b>Internal</b>	Communications SLT, C&SB Marketing
<b>External</b>	External vendors and stakeholders as required

## Key Skills/Technical Expertise

Skill/Technical Expertise	Description
Content and social media strategy	<ul style="list-style-type: none"> <li>• Extensive hands-on experience building impactful social media and content strategies to address communications and business challenges</li> <li>• Apply deep channel knowledge to drive best practice use and ongoing innovation</li> <li>• Ability to scope and direct production of assets to maximise impact on channels</li> <li>• Analyse results and recommend/apply optimisations to improve performance</li> </ul>
Creative direction	<ul style="list-style-type: none"> <li>• Conceive creative executions in response to communications briefs, demonstrating up-to-date knowledge of channel and creative best practice</li> <li>• Scope concepts and produce artefacts using professional suite of applications</li> <li>• Lead artistic direction and ensure direct of assets to brief</li> </ul>
Creative production	<ul style="list-style-type: none"> <li>• Ability to scope and direct production of high-impact creative assets for use on modern digital channels and broadcast (e.g. social media, owned editorial, VNR)</li> <li>• Hands-on ability to produce high-quality creative assets using professional suite of applications and production equipment (e.g. shoot, edit, motion and still graphic design)</li> </ul>
Content development	<ul style="list-style-type: none"> <li>• Ability to construct simple, concise and memorable messages that connect with the audience.</li> <li>• Ability to deliver compelling verbal communication—even when contentious—with confidence, influence and sensitivity.</li> <li>• Understanding of different media options and benefits and when to use what medium/content based on desired audience reaction and to maximise cut through.</li> <li>• Interpret quantitative and qualitative inputs to understand stakeholder motivations and preferences, altering content and tactics accordingly.</li> </ul>
Business partnering	<ul style="list-style-type: none"> <li>• Provide strategic communication counsel to senior leaders and enable them to lead dialogue with their respective stakeholders.</li> <li>• Ability to identify the root causes and key obstacles behind clients' needs and anticipate likely stakeholder reactions, enabling the delivery of high-value communication.</li> </ul>
Commercial acumen	<ul style="list-style-type: none"> <li>• An understanding of Telstra's strategy and commercial drivers, including the industry, global trends, macroeconomic changes, and regulatory environment.</li> <li>• Links decisions to clear financial data, performance measures and business levers</li> </ul>



Campaign management	<ul style="list-style-type: none"> <li>• Understanding of desired commercial outcomes to find potential focus areas for Communications and enable prioritisation of work.</li> <li>• Ability to plan, manage and collaborate on campaigns to schedule and budget.</li> </ul>
Channel management	<ul style="list-style-type: none"> <li>• Understanding of channel options and benefits, including emerging media, and select the most beneficial channel mix, depending on audience and desired outcome.</li> </ul>
Measurement	<ul style="list-style-type: none"> <li>• Understanding of quantitative and qualitative communications metrics, how to apply them, and how to apply insights to comms planning to deliver improved outcomes.</li> </ul>

## Leadership capabilities

MOTIVATE		ACCELERATE		COLLABORATE		INNOVATE	
Believes in our purpose and trusts others to deliver		Embraces uncertainty and acts with courage		Brings our best together and prioritises diversity and inclusion		Willing to take risks and values the customer above all else	
1. Motivates with Vision & Meaning	2. Empowers & Coaches Others	3. Accelerates Change	4. Drives Speed & Agility	5. Collaborates to Achieve Outcomes	6. Develops Inclusive, High Performing, Teams	7. Challenges to Simplify & Innovate	8. Leads Customer Obsession
Motivates and inspires others through co-creation of vision and purpose	Removes barriers and enables our people to decide and act	Creates the conditions for change and accelerates our transformation	Drives teams to assemble and deliver with speed and agility	Collaborates to overcome complexity and achieve outcomes that add value to customers	Builds future capability and reinforces inclusiveness across enterprise teams	Drives innovation and simplicity by encouraging assumptions to be challenged, risk-taking and the exploring of new ideas.	Fosters absolute customer obsession by ensuring customer needs are at the centre of all decisions and actions.

## Qualifications/Experiences

<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• 5-8 years' experience in a similar role</li> <li>• Compelling portfolio of creative work in formats consistent with those required for this role</li> <li>• Deep hands-on expertise with Adobe Creative Suite</li> <li>• Initiative, drive and the ability to lead effectively in ambiguous situations</li> <li>• Previous experience in managing multiple priorities and delivering quality commitments on time</li> <li>• Strong analytical skills</li> <li>• Program development and management experience</li> <li>• Ability to effectively prioritise and execute tasks in a fast-paced environment</li> <li>• Storytelling, learning agility and emotional intelligence capabilities</li> </ul>	<p><b>High desirable</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualified in a related field</li> </ul>
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## Career Path

Feeder Roles	Potential Career pathway
<p><b>Which roles are likely to lead to this position?</b></p> <ul style="list-style-type: none"> <li>• Creative &amp; Production Specialist</li> <li>• Production Coordinator – Specialist</li> <li>• Senior Content Specialist</li> </ul>	<p><b>What are the possible roles for progression?</b></p> <ul style="list-style-type: none"> <li>• Content &amp; Channels – Principal</li> </ul>

## Behaviours we need

### People who collaborate

People who can work together effectively – really collaborate.

### People who can connect opportunities

People who bring together diverse skills and experience so that our strategies are insightful, and we execute simpler and faster.

### People who are adaptable and comfortable with ambiguity

Each project and team will be different and we will often need to progress without the full picture. There is no place for a rigid purist approach to work, we need people who can work it out with what they have.

### People who have a positive, solution-based mindset

People who ask ‘how can we make this work?’ rather than focus on why it’s not possible. People who use their tenacity, initiative and natural curiosity to find the information they need to solve a problem in constructive and creative ways.

### People who are willing to share

An understanding that people ask for help and feedback from a position of strength. We need to share our expertise and offer and receive constructive feedback from our peers on our ideas and outcomes.

### People who want to grow

People who are willing to work outside their area of expertise and find creative ways to deliver for the business. People need to be curious and should be excited about learning adjacent skills.

### People who are organised, disciplined and accountable

With more freedom to make decisions comes greater accountability. People who follow process but are agile, they can get into the detail quickly, make clear decisions, back themselves and take accountability for the outcome.

### Leaders who enable

Leaders who remove roadblocks to enable and empower our people to deliver and take accountability.

## How we live our values



**Make the complex simple**

- Always ask – is there a simpler way to do this?
- Our ways of working are straightforward and deliver value



**Trust each other to deliver**

- Make accountability explicit and hold each other to account
- Make clear and realistic commitments and deliver what we say



**Show you care**

- Be customer obsessed, act with purpose and urgency
- Celebrate diversity, bring your best self and achieve through mutual respect



**Find your courage**

- Raise difficult issues with integrity
- Take risks, fail fast and learn big



**Better together**

- Collaborate with the right people and work out what you need to do together
- Have open and honest conversations