

POSITION DESCRIPTION AND SELECTION CRITERIA

Role Title:	Operations Assistant – Traffic		
Classification:	\$70,000 + super & salary packaging pro rata basis	Date Approved:	5 August 2026
Reports to:	Media Operations Manager	Unit:	Media Operations
Award	Professional Employees Award 2020 (MA000065)		

ORGANISATIONAL CONTEXT

Imparja Television is a 100% Aboriginal-owned, independent and not-for-profit commercial television broadcaster based in Alice Springs. Established in 1987 and first going to air in January 1988, Imparja is one of Australia's original Aboriginal television broadcasters and has a proud history of creating opportunities for Aboriginal voices, stories and perspectives. Imparja operates 28 retransmission sites within the Remote Central and Eastern Australia licence area. Its broadcast footprint spans more than 3.6 million square kilometres across six states and territories, reaching more than 200 remote Aboriginal communities and an estimated daily audience of more than one million viewers across wider regional and remote Australia. Imparja also provides satellite capacity for 14 Aboriginal radio services through the Viewer Access Satellite Television service.

This role contributes to Imparja's Strategic Plan 2025–2030, supporting the organisation's growth, renewal and continued reach across regional and remote Australia.

PRIMARY PURPOSE AND FUNCTION OF THE ROLE

The Operations Assistant (Traffic) is responsible for the accurate and timely scheduling of the Imparja channel for broadcast, managing high-value commercial inventory and sponsorship placement within strict deadlines and regulatory requirements. The role carries a materially higher level of complexity and accountability than standard Traffic functions, given the direct revenue impact, contractual obligations and compliance risk associated with the Imparja channel.

Working within the Media Operations Team and reporting to the Media Ops Manager, the Operations Assistant works within established guidelines with limited guidance, exercising sound judgement in prioritising competing tasks and resolving day-to-day scheduling issues. The role will also be trained and work across other operational departments (including Programming, Materials, Bookings and Logistics), providing coverage and support as required, and works closely with the Traffic, Logistics and Sales teams to deliver an accurate final schedule.

The role is central to the day-to-day delivery of Imparja's core broadcast function, ensuring accurate and reliable scheduling that supports the consistent rollout of television content across Imparja's broadcast footprint, and in doing so makes a direct and ongoing operational contribution to Imparja's Strategic Plan 2025–2030.

Working within a small, collaborative team, the role requires strong communication skills, proactive problem-solving, and the ability to work effectively with both internal stakeholders and external service providers playing an important part in supporting Imparja's ongoing role as a broadcaster to regional and remote Australia.

PERFORMANCE INDICATOR	MEASUREMENT
Mission, Vision & Values Alignment Demonstrates Imparja's values in daily work, scheduling decisions and relationships with internal and external stakeholders	Culturally respectful and professional conduct; constructive feedback from Manager and peers; compliance with escalation pathways.
Operational Performance - Delivers accurate, on-time scheduling that keeps the Imparja channel broadcast-ready - Manages high-value commercial inventory and sponsorship placement to meet contractual and revenue commitments - Ensures all scheduling decisions meet Free TV and network compliance requirements - Manages frequent late changes, agency requests and competing priorities without compromising accuracy	- Percentage of schedules completed accurately and on time; minimal errors requiring correction after finalisation. - Accuracy of spot and sponsorship placement; feedback from Sales and clients; low incidence of avoidable errors. - No substantiated compliance breaches; correct application of content, classification and sponsorship rules. - Schedule integrity maintained during high-change periods; deadlines met despite disruption.
Teamwork & Collaboration - Contributes positively to team problem-solving and continuous improvement and team culture - Communicates effectively with all team members, including demonstrated ability to clarify and question - Attends, participates and contributes to team meetings - Attends, participates and contributes to all staff meetings	Manager and peer feedback; responsiveness to requests; coverage delivered without disruption to schedule accuracy.
Training and Development Supports the training and development of new and existing staff for Imparja channel.	Feedback from those supported; manager observation of contribution to onboarding.
WHS, Policy & Procedure - Follows workplace health and safety policies and procedures in daily work. - Complies with all relevant Imparja policies, procedures and regulatory obligations	- Zero breaches of WHS policy, safe work practices observed consistently per review period 100% of incidents and near misses reported within timeframe - No preventable incidents attributed to unsafe work practices

SELECTION CRITERIA

Key responsibilities:

Traffic Scheduling & Commercial Management

- Effectively and accurately organise commercials in Etere within required deadlines, managing high-value commercial inventory where accuracy directly impacts revenue delivery and client commitments.
- Format the schedule for future days using information provided by the Programming department and Channel 9.
- Fill and balance the schedule by re-arranging booked commercials and inserting fill material and unplaced list, considering program start times, commercial content per hour, and Free TV regulatory requirements.
- Ensure precise spot placement to meet contractual obligations, sponsorship arrangements, program alignment, and exclusivity requirements.
- Coordinate promo integration and placement across frequently changing schedules.
- Check the schedule for product conflicts and re-arrange as necessary.
- Navigate frequent schedule adjustments, including late changes, agency requests, and operational constraints, requiring ongoing problem-solving and prioritisation under time pressure.

Sales & Stakeholder Liaison

- Liaise directly with the Sales team regarding sponsorship campaigns, rugby placement, billboards, and priority commercial requirements.
- Handle inquiries from booking agencies regarding future sponsorships and advise the Media Ops and National Sales & Commercial Manager accordingly.

Compliance & Finalisation

- Ensure all scheduling decisions align with broadcasting regulations and network requirements, including content limits, classification requirements, betting and alcohol restrictions, and sponsorship rules.
- Re-check the schedule and content calculator and finalise for use on air.
- Save and send the content calculator, Summary Final Transmission Schedule, and Black List/White List Reports.
- Hand over completed schedules to Logistics by deadline.

Associated Duties

- Cover other positions and tasks across Imparja's operational departments during annual leave, sick leave, peak periods and as directed, provided the required skills are held or can be acquired through appropriate training.
- Assist in the training and development of new and existing employees.
- Carry out other duties as directed by Imparja Managers or the CEO.

Workplace Health & Safety

- Take reasonable care for own health and safety and that of others, in accordance with the WHS Act and Imparja policy.
- Follow safe working practices, use PPE appropriately, and report hazards, incidents and accidents promptly.
- Comply with reasonable instructions from the CEO or Manager relating to WHS.

Essential Experience & Certifications

- High standards of accuracy and attention to fine detail, with the ability to sustain concentration under strict deadlines.

- Ability to think logically, exercise initiative, and manage competing operational priorities independently.
- Strong communication skills and the ability to operate effectively as part of a team, including liaising confidently with Sales and external agencies.
- Sound computer skills, including confidence with Excel, Word and Outlook.

Desirable Experience

- Previous experience working with Etere or a similar television traffic system.
- Previous experience within the TV industry, with working knowledge of the Free TV Code of Practice and ACMA regulations.

Core Competencies

- **Accountability** takes ownership of scheduling accuracy and its downstream revenue, regulatory and reputational impact.
- **Adaptability** responds calmly and effectively to frequent late changes and competing demands.
- **Collaboration** builds effective working relationships with Sales, Programming, Logistics and external stakeholders.
- **Integrity** upholds compliance and regulatory standards consistently, even under time pressure.