

BBC WORLD SERVICE

JOB SPECIFICATION

Job Title:	Social Media Editor
Department:	BBC Thai
Grade:	Local terms and conditions
Location:	Bangkok
Reports to:	BBC Thai Editor
Contract:	Continuing contract

CONTEXT

BBC World Service Group is an international multimedia broadcaster, delivering a wide range of language and regional services on radio, TV, online and via wireless handheld devices.

It uses multiple platforms to reach its weekly audience of 320 million globally, including shortwave, AM, FM, satellite, cable channels and digital platforms.

BBC Thai on Facebook was launched in July 2014 to bring impartial and balanced news to Thailand where media has been censored following a military coup.

To build on its success, a news site at BBCThai.com was launched in November 2017 to make our digital news offer more comprehensive and also to further strengthen BBC's position in a market of 67 million people.

A team of journalists and producers in London and Bangkok have been recruited to report on the situation in Thailand for our audience of need in Thailand and Southeast Asia.

Thai Service also specialises in using Facebook Lives for special reports, and raising debates about Thailand-related topics on Facebook and YouTube and engaging with many forms of social media.

JOB PURPOSE

- To take full editorial responsibility of social media newsgathering operation in BBC Thai Service, by curating, generating and editing social media contents on bbcthai.com and all platforms, Facebook, LINE, Instagram and others, as relevant to Thailand.
- To help form strategic editorial development of BBC digital offering in BBC Thai, working closely with BBC World Service Digital team to implement the Digital Roadmap and to contribute to the goal of reaching 500m weekly audiences by 2022.
- The role holder will report to BBC Thai Editor and Asia Digital Editor and work with all service editors and desk editors in the region.

- To collaborate with News online, Future Media to lead on key international and regional stories of the BBC for social media platforms in Thai language.
- To lead the change in the workflow to maximize BBC's reach and impact in Thai language.
- The post holder will also provide creative team leadership to ensure that the BBC World Service maximises its potential in BBC Thai.

MAIN DUTIES

- To lead on the production, curation and distribution of all digital content, videos, and innovative editorial projects to serve Thai audience.
- To ensure BBC Thai's social media newsgathering for digital content adheres to the standards of excellence and efficiency required of BBC World Service Group, and complies fully with the BBC's editorial guidelines and objectives
- Responsible for coming up with creative and innovative ways in storytelling and implementing them for BBC Thai especially for social media consumption.
- To play a lead role in communicating BBC Thai's social media strategy both within and outside the BBC

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

- Proven record of leading a social media and digital team in Thai or other languages.
- A successful record in working in an online production environment with demonstrable experience and enthusiasm for social media and interactivity.
- Demonstrates an excellent knowledge of developments in social media and related areas.
- A clear understanding of the needs and profile of the target audience and the ability to translate these into imaginative and compelling content solutions, specifically with reference to social media.
- Comprehensive knowledge of writing and editing content for publication to high editorial standards.
- The ability to analyse data and interpret in a relevant way for news outputs.
- Strong skills in using data to drive traffic to websites and to increase the impact of editorial output.
- Evidence of sound editorial and community judgement as well as an understanding of the power of online communities.
- The ability to plan and organise time and resources effectively and to manage projects to conclusion according to deadlines.
- A good knowledge of English including complete comprehension of written and spoken English and the ability to communicate effectively.
- Strong editorial judgement, based on extensive journalistic experience and a thorough understanding of the principles of BBC journalism.
- Excellent knowledge of and understanding of online technology and how it can best be used to maximise the performance of BBC Thai platforms.
- Ability to motivate and develop editorial staff to produce innovative and imaginative journalism, to help lead innovation on our digital platforms and to develop the capacity of journalists elsewhere in the BBC to produce high quality output for the website

COMPETENCIES

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC Editorial Guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **Decision Making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **Imagination / Creative Thinking** – Is able to transform creative ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.
- **Planning and Organisation** – Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources requirements.
- **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.
- **Influencing and Persuading** – Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
- **Communication** – The ability to get one’s message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information
- **Managing relationships** – Able to build and maintain effective working relationships with a range of people and teams across the BBC including senior editorial figures.

DATE OF ISSUE: Sept 2018

(A job specification is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be complete, detailed account of all aspects of the duties involved.)