

Job title	Distribution Analyst		
Job family	Distribution	Grade	C

Job purpose

In BBC Distribution and Business Development, we ensure that the BBC’s public services are innovative, prominent and available to all, now and in the future. We need a highly motivated person to join our team and play a role in the evolution of BBC services and how they are delivered and accessed by audiences through broadcast and online platforms.

You will be keen and highly motivated with a thirst for knowledge in the field of electronic media distribution. It’s likely that you will have a lively interest in how audiences want to consume TV, Radio and online services, a desire to initiate improvement and change, and an excitement about developments in the broadcast and entertainment industries.

You will work with the BBC’s external partners to build productive relationships and ensure that the audience can enjoy our services across a diverse range of outlets and platforms. You will also work with varied internal partners such as Editorial divisions, Strategy and Policy, Marketing and Audiences, Operations and R&D to develop new service opportunities.

You will have an eye for detail and use this to solve problems to achieve good public service outcomes. You will also love working in a team environment and making a contribution to larger, complex projects and programmes of work.

Key responsibilities and accountabilities

This section describes characteristics common to Distribution Analyst roles across different teams within BBC Distribution and Business Development. Please refer to the appendix for more detailed characteristics that apply to roles within specific teams.

- Identify sources of data of interest to the BBC across a range of business-related areas of activity
- Design, compile and manage the production of specialised data sets (quant and qual data, may be large and/or complex)
- Use specialist professional skills to analyse data from multiple sources, produce reports, identify options and make actionable recommendations based on their assessment of the evidence available
- Manage projects to develop new and existing BBC services, working with stakeholders and project team members across the BBC and partners, ensuring compliant and timely delivery
- Manage third parties and the BBC’s partners to ensure distribution needs are met. Identify areas of opportunity and risk for the BBC, and advise D&BD leadership as required
- Monitor partner performance against BBC requirements, proposing corrective action to D&BD leadership

- Develop specialist domain knowledge (technical and/or commercial) appropriate to the requirements of the individual role, which may include one or more of the following fields:
 - Online outlets, social media, emerging technologies (e.g. VR and AR)
 - Third-party platforms including pay and OTT TV operators, Voice-based platforms
 - Free-to-air broadcast systems (TV, Radio and metadata) and hybrid broadcast-IP systems
 - Broadcast spectrum planning
 - Consumer reception equipment
 - CRM and Content Management systems
- Contribute to development of BBC distribution strategy across broadcast and IP, advising D&BD leadership as required
- Build personal reputation within the BBC and externally
- Deputise for colleagues (Senior Distribution Analyst or Distribution Manager) as required

Knowledge, skills, training and experience

Essential

- Relevant degree or equivalent experience
- Domain experience and track record of achievement in the media sector
- Understanding of the content delivery landscape (broadcasting and IP) and the BBC’s position in it, and the strategic importance of the distribution business
- Influencing and diplomatic skills, able to build trusting, productive relationships with contacts inside and outside the organisation
- Good persuasion and negotiation skills. Experience of informing strategy
- Basic understanding and experience of legal terminology and contract principles, negotiation and practices
- Project management skills and experience of major projects and programmes
- Able to work on own initiative, under pressure and to tight deadlines, with a creative approach to problem solving
- Ability to deal with multiple issues as they arise, remaining calm and effective
- Excellent written and oral communication skills
- Proficient with common workplace software & specialist software relevant to the activities of the role

Job impact

Decision making

- *The Distribution Analyst reports to a Head of Distribution*
- *Decision-maker in respect of distribution of BBC services with implications for relationships with BBC’s partners and competitors, significant financial implications and effects on the availability, prominence and innovation of BBC services*
- *Clear project/assignment based tasks and expectation set by the line manager and progress monitored*

<ul style="list-style-type: none"> The Distribution Analyst will be expected to perform the role within the framework of the BBC's values and behaviours
<p>Scope</p> <p>Finance: As above, responsible for significant contract or project spend, or for partners relationships of comparable significance in terms of their impact on BBC services</p> <p>Line Management: No responsibility for line management, but plays an important role as participant in inter-divisional groups and teams (formal or informal)</p> <p>Ad-hoc Teams: Participates in ad-hoc teams familiarising other team members with particular aspects of the team's project and providing guidance on these aspects. Typical team size 5 – 10.</p>

Other information	
For Reward team use only	
Job Code	
Definition:	Content / Content Support / Support

This job description 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 a complete, detailed account of all aspects of the duties involved.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	
Reports to (title)	
Location base	

Organisation structure	
<p>World Service Business Development partners hundreds of organisations - from the biggest international digital brands to local radio stations. We are an global team that generates income and delivers over 62% of the World Service audience.</p> <p>This role will suit someone with good technical analytical skills and excellent communication. It's a key role supporting the World Service's syndication business to Africa TV partners. The successful candidate will also work on BAU workstreams across the delivery and Operations piece.</p>	

Additional job specific responsibilities and accountabilities

Main Responsibilities

- To work with Business Development, BBC Design and Engineering, and Distribution Management to implement and support effective digital delivery processes and support for World Service distribution partners.
- To help maintain digital systems that will deliver content to international partners.
- Ensure Africa TV content is delivered to partners – working with senior editorial figures, News Intake and other internal colleagues to trouble shoot issues
- Input requirements into projects that will impact the external delivery of World Service content. Provide expertise in internet delivery methods and represent the World Service team on projects run by other BBC departments.
- To implement and communicate improvement plans for digital delivery services to partners and document solutions and instructions for colleagues where appropriate.
- Be involved in implementing partner tracking and monitoring solutions
- Provide technical advice to World Service partners, and to work with Business Development as required to support commercial relationships.
- Being the point of contact for partner digital delivery and training of new users on current and/or new systems. Working with BBC teams to ensure that the logging, reporting, and resolution of delivery issues are carried out in a timely manner
- Be the key point of contact in WSG Distribution for BBC Engineering Operations, BBC D&E, 24/7 Operations and third-party suppliers including CDN providers with regards to digital assets delivered to partners. Manage the relationship between various support teams, both inside the BBC and externally, to ensure continuity of service for World Service Business Development activities.
- To develop an understanding of the technical and editorial environment so that service delivery is compatible with business need, and editorial judgement to be able to prioritise actions.
- Liaise with internal and external suppliers for the provision of digital technology services for Business Development, including taking part in the relevant procurement processes for new services. Input into technology purchases that will be of value to World Service.
- Work closely with product development teams to develop, test, deliver and rollout new software and database systems, add value in technical discussions about design and implementation and work with product and project teams to prioritise goals in the delivery roadmap.

Are you the right candidate?

To be successful in this role you will ideally have the following skills and experience:

You have a detailed working understanding of Ice Bucket, Jupiter, Satellite TV Delivery, Media Shuttle, JIRA and Confluence and experience of QCing BBC TV programmes.

You have an understanding of content production systems and content creation software. Strong working knowledge of digital audio and video systems, encoding and delivery of content digitally. Understanding of TV formats and their implications including HD is also required.

You have technical experience of APIs, content management systems and AV production software. And also proficiency with data formats including XML/RSS and JSON. Knowledge of Digital Rights Management and data protection law, including GDPR.

Experience of working with international partners in data poor countries, is desirable.

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	