

Job title	Senior Content Producer		
Job family	Content Production	Proposed Band	D

Appendix:

Senior Content Producer – Shortform
<p>BBC Scotland’s Multiplatform Digital Short Form team is an innovative and agile unit delivering digital first short form content for online, iPlayer and TV. Current strands include Tune & Loop for BBC Scotland. This small team has innovated in content capture during the various stages of Covid-19 lockdowns to deliver diverse coverage of music and the arts in challenging times. We are looking for a Senior Content Producer for 6 (attachment backfill) to support this team in developing ideas for 21/22 and navigating the final edit and delivery of the Tune & Loop TV deliveries for March 2021.</p> <p>We are looking for a confident, imaginative Senior Content Producer with proven ability in leading a team and managing multiple projects, partners and stakeholders. As well as fulfilling some content producer duties themselves, they should be able to lead, advise and motivate a small, multiskilled team on a daily basis, make informed decisions and liaising with colleagues and partners within and without the BBC.</p> <p>Working within the BBC Scotland Digital Production Department, they will be able to oversee the daily duties that ensure that the shortform team runs smoothly and delivers commissions on time and on budget. They will be technically adept, produce plenty of great ideas, have an excellent knowledge of contemporary culture and an obvious passion for digital and social media and how it connects with audiences.</p>

Job purpose
<p>The Senior Content Producer will lead and inspire a team to develop and deliver multiplatform content, ensuring that it achieves the highest creative and editorial standards, delivers on time and on budget, with adherence to BBC guidelines.</p>

Key responsibilities and accountabilities
<ul style="list-style-type: none"> • To produce and originate distinctive multiplatform content. • To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout. • Lead, motivate and support a team, ensuring that the editorial vision is communicated and understood from planning through to delivery • Responsibility for project management appropriate to the given discipline • Construction of a full production schedule and budget in conjunction with Production Management and others. • To ensure content reflects our diverse audiences. • Deputising where appropriate for senior team members, and contributing towards the team strategy • To keep up to date with emerging industry trends.

- Where relevant, liaise with Rights teams and contract negotiators and ensure copyright and contracts adhere to BBC regulations.
- Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback.
- Contribute to the development and implementation of the department's strategy and policy.
- Seek improvements in content production to develop further efficiencies in working practices.
- May present programmes on radio, TV or other media. Presenting duties will be additional to your normal role and will never be as much as 80% of your role.
- Accountable for the compliance and content delivery of output, acting within BBC Editorial, Legal, Child Protection, and Health & Safety guidelines.
- Accountable for approving Health and Safety, as well as insurance documentation when working with Indies and In-house productions.

Knowledge, skills, training and experience

Essential

- A thorough knowledge of BBC editorial guidelines and other compliance policies, or has the desire to glean this knowledge quickly.
- Understanding of the importance of the BBC's values in accuracy and impartiality.
- A passion for and a great understanding of the area in which the role operates.
- Strong track record in the area in which the role operates with a wide ranging knowledge of production processes.
- Significant experience in producing and delivering multiplatform productions.
- Proven experience of the latest production techniques and technologies.
- Excellent editorial judgement and knowledge of the target audience, their needs and expectations
- Experience of influencing, negotiating and communicating effectively both internally and with external agencies/partners.
- Ability to establish effective short and long term relationships with a wide range of people, talent, partners and agencies.
- Highly developed planning and organising skills. Ability to manage several areas of work at one time, prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities.
- Sound editorial judgement and a thorough knowledge of editorial and legal guidelines.
- Proven experience of taking ideas from concept to finished product whilst driving forward creativity.
- Able to lead the team to develop creative ideas which engage diverse audiences in a demanding creative environment
- Experience of managing and motivating a team, and actively managing team performance, including talent.
- Able to communicate and contribute to the department strategy as required.
- An up to date knowledge of the BBC's diverse audiences and their needs and expectations and use this to shape creative and engagement output.
- Has the ability to consider a range of problems and uses own judgement to apply effective, time critical solutions.
- Experience and knowledge of managing financial budgets and production schedules.

Job impact

Decision making

The Senior Content Producer may report to various roles, depending on the area of which they are working in, but can range from a Series Producer & Executive Producer to a Head of department.

Scope

Senior Content Producers have overall control on every aspect of a production. They bring together and approve the whole production team. Their key responsibility is to create an environment where the talents of the contributors and crew can flourish. Producers are accountable for the success of the finished production and will steer the production from beginning to completion and beyond.

Other information

For Reward team use only

Job Code

Definition:

Content

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.