



Marketing Manager – APAC BBC World News

Based: Singapore
Salary: SGD101K

Overview

BBC Global News Limited (GNL) is the BBC News Group's commercial subsidiary. GNL owns and operates:

- BBC World News (a 24 hour English language news and current affairs channel) and
- BBC.com (the BBC's online news and features website and associated apps)

BBC World News and bbc.com are available in every country around the world, with the exception of the UK. BBC World News is the BBC's most watched television channel, available in more than 450 million homes. BBC.com generates page views of more than 1.25bn each month. This traffic is made up of consumption of regionally editionalised versions of the BBC's domestic News and Sport online services, plus readership of a number of online 'features' sites (in genres such as travel, technology and culture) which GNL produces itself.

Combined weekly reach of GNL's services is 115m people outside the UK, accounting for one third of the BBC's total international audience.

Within the BBC organisation structure GNL forms part of the BBC's World Service Group, led by Jamie Angus. The World Service Group also comprises the BBC World Service, BBC Monitoring and BBC Media Action.

As a commercially-funded business GNL is required to operate a profitable, commercially successful business which makes an important financial return to BBC News, while achieving growth in the reach and reputation of the BBC's services outside the UK.

Job Description:

Unique opportunity to be the Marketing lead for **BBC World News (TV) and BBC.com (online incl digital products)** in East Asia and Australia. Driving reach/ viewership and engagement amongst audience and Global News Ltd's overall audience growth while marketing new & enhanced digital products.

This individual will report to the Vice President of Marketing & Insights APAC, based in Singapore. He/She will be responsible for developing and implementing the Affiliates and Consumer Marketing strategy that drives audience reach and engagement in East Asia & Australia across our portfolio of TV and digital products, as well as Trade Marketing Support for Australia.

The focus will be

- B2B Marketing in Australia
- Affiliate Marketing support in key markets
- Consumer marketing via owned media and strategic partnerships

The integrated Marketing plan may include but not limited to Marketing activities such as digital, events, OOH, print, TVC, etc.

Organisation

- You will report to the Vice President, Marketing & Insights, APAC (based in Singapore). You will form part of a lean Marketing team in Asia (2 members in Singapore/ East Asia, 1.5 in Japan, and 2 in India) of BBC Global News – which manages BBC World News and BBC.com.
- Your line manager also manages the Research team which consists of 2 members in Singapore, and 1 in Delhi.
- BBC Global News is the world's most trusted and respected international news brand and as the Marketing Manager, up keeping the brand's editorial and corporate guideline and compliance will be critical
- East Asia markets include: SE Asia, HK, China, TW, Korea. This role is responsible for Australia too

Job responsibilities:

- Develop and implement the Trade and Affiliate Marketing strategy and plan for BBC World News and BBC.com in Australia to ensure business goals are met
- Develop a marketing strategy that will help support the renewal of key Distribution contracts
- Work closely with local affiliate partners to gain exposure for BBC World News on their marketing touchpoints to drive tune-in and brand and programme awareness
- Develop barter partnerships to increase exposure of BBC World News and BBC.com
- Develop a marketing strategy which will support our digital business growth ambitions in China and other territories.
- By working closely with the editorial, product development, fellow Marketing team members (London as well as Asia) this individual will accomplish the following
 - Communicate and drive new product or programme launches
 - Promote locally relevant content to drive consumption (viewership) and engagement
 - Adapt and Roll out global propositions which will help drive the overall brand strategy
- Manage and monitor budgets.
- Work closely with Trade Marketing manager(s) to deliver well thought through holistic marketing campaigns and events to meet company and team objectives for various markets
- Be the Digital Marketing lead/ expert within Asia Marketing team
- You expected to help up fellow marketing managers on projects from time to time

Required Knowledge and Experience:

- Well versed in brand marketing with at least 5 yrs experience, covering most of the activities listed above
- Regional APAC Marketing experience, preferably in the same key markets
- Planning and organisational skills: The ability to plan ahead, be mindful of deadlines and manage a variety of projects at the same time. A good eye for detail required
- Good knowledge of media industry will be a bonus
- Good interpersonal and negotiation skills and experience working with external partners
- Strong interest and passion in producing a high standard of creative work
- Vast experience in developing regional campaigns
- Excellent command of English. Ability to write clear reports for senior managers.
- Ability to read and proof read Chinese marketing literature
- A passion towards news and current affairs will be a bonus

- Diplomacy

Personal Attributes

- A mature and independent thinker and worker
- Good interpersonal skills, with the ability and confidence to communicate with people at all levels.
- Self-motivated, with a proven ability to work as part of a small team
- Flexibility and stamina to work in a pressured and changing environment
- Excellent attention to detail
- The role would suit someone that is passionate about marketing and hungry for a role in which they will not stop learning, will be given autonomy and responsibility to work in a *small team with a wide remit* on an exciting and reputable brand.