

## **Appendix**

Division	WS Business Development
Reports to	Head of Business Development, Asia & the Pacific region
Location base	Sydney

Business Development Manager, Australasia, will be responsible for all Business Development activities of BBC World Service in Australia, New Zealand, Singapore, Malaysia and the Pacific Islands. This will primarily involve ensuring that the BBC World Service maximises its audience reach and income via media partnerships. The focus will be the representation of BBC World Service audio content in English, however, this will also include representing BBC World Service Languages offer as appropriate. Whilst a significant amount of existing Business Development activity is in the broadcast space, this role will have full responsibility for identifying and securing new digital business.

Business Development Manager, Australasia, will be expected to work closely with senior stakeholders in BBC World Service English- editorial, and World Service Distribution teams to ensure Broadcasting and Digital partners receive the best possible service, including timely scheduling information, publicity, all necessary technical support and an uninterrupted stream of World Service programming.

This role requires a close working relationship with London based editorial teams. The selected candidate will be expected to develop a thorough knowledge of World Service output.

As the sole representative of BBC World Service in Sydney, the selected candidate will be expected to work very collaboratively with the regional senior management teams of BBC Studios and BBC World News who run the more explicitly commercial side of the BBC's business in the region.

Interested applicants must have experience of working in commercial sales and marketing, syndication, editorial and/or business development environment.