

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	Entertainment & Music
Reports to (title)	MD
Location base	London

Appendix	
<p>Leading the teams that produce a wide breadth of programmes including; Later with Jools Holland Aretha Franklin: Respect, Reading Festival, Glastonbury, Radio 1’s Big Weekend, Reginald D Hunter’s Songs of the Border, Top of the Pops, 50s Britannia and Mercury Music Prize - BBC Studios Entertainment & Music division are looking for a Creative Director to develop, drive and implement the creative and commercial strategy, for the Music genre for BBC Studios.</p> <p>The selected candidate will work to the MD for Entertainment & Music, leading on all operational activities which enable the delivery of outstanding content for the division plus the redevelopment of current formats and new IP to ensure continued, creative, commercial and reputational growth for the business.</p> <p>The Creative Director of Music will be responsible for ensuring the creative team are aware of and tasked with meeting editorial standards and quality output as well as ensuring production management and cost efficiencies for Music are met. The successful candidate will have a credible proven track record and knowledge of both the production and music industry, understanding the specific dynamics that make Music content work effectively for multiple audiences. With significant experience of working in Music Television, the chosen candidate will have a deep understanding of the commissioning process and of programme making, using established and productive relationships with talent, agents, managers, record companies and terrestrial and digital commissioners across Music. Leading a team of content producers and production management in the generation of innovative development and pitching of all new ideas for the genre.</p> <p>BBC Studios is looking to invest in making this genre the forefront in the Music content market so experience in overseeing significant budgets and understanding key financial drivers for Production is a must. Along with a comprehensive understanding of music industry developments and the ability to respond effectively to changes in customer and audience needs, the Creative Director for Music will lead a competitive strategy fully adaptable to major market changes.</p> <p>Demonstrating sound editorial judgement about ideas based on an understanding of target audiences and channel needs and a thorough understanding of BBC Studio’s editorial guidelines. You will also be responsible for recognising Music opportunities for collaboration both within the BBC and externally. Crucial to the role is the ability to expand the slate of work for Music, Live Events, Series and Documentaries in Music both for the BBC and with other Broadcasters and Digital Platforms.</p> <p>Responsible for managing and nurturing on and off screen talent in all its diversity in order to acquire and develop the most talented creative people. A commitment to creating both diverse content and a staff base to reflect our audiences is a must, as well as being aware of the BBC’s Equal Opportunities policy to ensure we are following best practice.</p>	

- Reports directly to the MD, Entertainment & Music
- Responsible for day-to-day line management of editorial and production management in Music
- Responsible for ensuring the editorial and production teams are aware of and tasked with meeting editorial standards and quality output.
- Responsible for efficient production management and the cost efficiencies in this area.
- Support the MD in ensuring Music Content Production meets its creative and business objectives.
- Work closely with the Creative team to ensure they have the financial, operational and business support required to enable them to deliver returning strands to a high quality.
- Ensure the Creative team are aware of and are tasked with meeting editorial standards and compliance.
- Responsible for management of the Music budget spend and drive maximum value through reducing costs, increasing income and recognizing the long term benefits of creating our own IP
- Create an environment which attracts the best creative talent and enables them to deliver their best work.
- Provide inspirational leadership and support career development and talent retention.

Additional job specific responsibilities and accountabilities

- Working with the Central Development team to supercharge the Music offering for BBC Studios, including cross-platform development to produce innovative, diverse ideas and support the winning of new business.
- A strong track record of winning commissions and delivering innovative content to audience across the Music genre.
- Commercial and business lead for Music, responsible for working in partnership with Creatives, enabling them to do their best work.
- Experience of working with brand partners.
- In partnership with the MD, build and monitor BBC Studios' overall Music development strategy and slate.
- Stimulate creativity and ideas individually and across the team.
- Transform ideas and general concepts into programmes.
- Demonstrate sound editorial judgment about ideas based on an understanding of target audience, channels' needs and a thorough understanding of the editorial guidelines in the BBC.
- Develop strong working relationships with Commissioners across the Music slate and lead on pitches.
- Build and nurture strategic partnerships with a wide range of internal and external stakeholders ensuring the Music genre is represented credibly to the BBC and external clients.
- Build and nurture close working relationships with key talent.
- Keep abreast of the changing industry including customer and audience trends and needs, competitor activity & performance, and internal and external best practice.
- Ensure the business area operates efficiently, reducing overheads to a minimum.
- The selected candidate will have a commitment to creating both diverse content and a diverse staff base to reflect ever-changing audiences, as well as be aware of the BBC Studio's Equal Opportunities policy to ensure we are following best practice.

Approval

JOB DESCRIPTION



Manager	Suzy Lamb, Entertainment & Music
HR Business Partner	Sarah Coldwell
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