JOB DESCRIPTION

BBC

Job title	Senior Project Manager		
Job family	Project Management	Proposed band	D

Job purpose

To deliver a project, or multiple projects and expected outcomes, to stakeholder expectations, within the agreed brief, and within the constraints of time, cost, scope and quality, using the most appropriate approach for the project and domain.

At the BBC project management is applied in different domains, for example, IT, digital, construction, business process, broadcast engineering. Projects may stand alone, be part of a programme and/or a product lifecycle. An appendix may be included to outline further responsibilities or experience necessary for the particular role.

Key responsibilities and accountabilities

The Senior Project Manager shares the core competencies of the Project Manager but requires more experience. The role commands more responsibility working on larger, more complex projects, or leading on multiple projects, workstreams, or iterative improvements concurrently.

Manages one or more projects, or leads a workstream within a programme, or works on iterative improvements as part of a product lifecycle. Responsible for the delivery of its outcome, using an appropriate approach (e.g. iterative and incremental, sequential) suitable to the characteristics of the change, for which typical indicators at this level are:

- A repeatable project framework, delivering a known outcome or target;
- A duration of approx. 18+ months, or autonomous delivery of a series of outcomes within a product environment;
- Multiple stakeholders, and financial or allocated staff responsibility equivalent to a budget of up to c£10m, and a staffing level of 8+ (including third parties).

Core project manager responsibilities follow. *(Note: an appendix may be included covering additional responsibilities and accountabilities specifically required for the role, e.g. a specific delivery method).*

Approach and planning

- Work with 'business or product owner' and stakeholders to understand the strategic objectives and agree the project objectives and outputs or high-level benefits to be delivered by the project.

- Determine the project's level of complexity and agree with the 'owner' the options and appropriate approach for delivery.

- Contribute to the development of the business case or financial investment case.

- Foster the conditions for the project team to perform and lead on a day-to-day basis to ensure clarity of scope, good estimating, solution development and to manage the risks.

- Produce a Project Management Plan1 (PMP) to get agreement with stakeholders for the purpose, nature and scope of the project and secure the mandate to proceed into shaping the project.

- Draw on own experience and actively seek out and apply relevant lessons learnt from other projects to enable the project team to learn from previous BBC experiences.

Delivery

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[1] BBC terminology - an equivalent document may be a detailed Project Initiation Document (PID)

- Manage and deliver the project within the agreed time, cost and quality constraints to enable delivery of the agreed outputs and/or benefits.

- Maintain effective relationships with stakeholders, address issues, and deliver effective communication strategies.

- Put in place transition plans and ensure business ownership is established for the ongoing ownership of outputs and/or realisation of benefits.

- Apply oversight and evaluate, monitor and manage risks, issues, assumptions, dependencies, interdependencies and changes, escalating those outside tolerance if appropriate.

- Maintain suitable plans, manage the delivery of minimum requirements and/or critical success factors and effectively manage people (including third parties) and other resources.

- Monitor progress, regularly report on status and initiate corrective actions. Ensure all expenditure or activity is tracked and reconciled to budget/plan with forecast to complete or value generated central to decision making

- Ensure adherence to BBC policies and standards for project management, health and safety, financial, legal and technology and any other compliance requirements.

Approvals, Governance and Benefits

- Support the business (customer), deliver key project documentation and ensure change management activities are executed (e.g. relevant training) to enable business adoption of changes.

- Complete and review the benefits realisation plan and facilitate formal handover of the plan and any ongoing activities to the relevant business area.

- Ensure controlled phase/project closure with appropriate review of performance, sharing of lessons, handover specifics, ongoing ownership and a planned post implementation review and sharing of lessons in place.

Stakeholders, Change and Communication

- Create, update and manage plans to address stakeholder expectations and secure buy-in.

- Work with stakeholders on defining scope, agreeing critical success factors, identifying deliverables and benefits, and understanding trade-offs.

- Identify and address dependencies and interdependencies with other projects.

- Form the project team with appropriate specialist skills (e.g. procurement, HR, change, legal, business continuity etc.) and advise the Sponsor on governance issues.

- Develop options and gain approval for plans, for example the Project Management Plan and business case/ financial investment case.

- Create, update and manage a detailed project plan, along with a high-level project plan to support stakeholder engagement, reporting and communication.

Knowledge, skills, training and experience

Essential

- Extensive relevant experience working on projects/programmes, and a substantial period (s) of managing projects to successful outcomes, leading teams, planning, problem solving, progress monitoring, managing risk, and budget or resource responsibility.

- Working knowledge of the project lifecycle, products, techniques and methodologies and approaches and the understanding of how to best apply to the situation.

- Excellent and well-practiced communication (verbal, written, listening), inter-personal and influencing skills with the ability to bridge specialism and business through user-friendly language.

- Ability to effectively deal with difficult stakeholders, navigate ambiguous, changeable, and complex environments and achieve desired outcomes.

- Knowledge of relevant legislation and procedures relevant for the domain e.g., procurement, contract management, environment, and health and safety.

- Demonstrable professional development with a recognised project management qualification or equivalent experience.

- Strong Microsoft Office skills, including MS Project and MS Powerpoint, and experience in manipulating data to make it meaningful for different audiences.

Desirable

- Managed a minimum of 4 projects with budgets of £10k-£2m or significant business area impact.

- Excels at delivery in a fast-changing, political and complicated environment, and understands organisational transformation challenges and how to operate effectively in this context.

- Knowledge of the media sector and broad understanding of the traditional and new technologies in a broadcast and or digital media environment.

Job impact

Scope
- Financial control of workstream / project / portfolio budget up to c£10m over duration of the workstream/project/portfolio of c18 months.
- Managing all project staff including the design, development, testing specialists, project assistants and other staff as assigned and indirectly business resources supporting the project.

Decision making
- Defining and agreeing with the business or product owner the project approach, scope, budget, schedule and resource allocation.
- Decisions on changes to the project in response to change requests, risks, issues and any deviations from the project plan within the tolerance set by the business case or programme.

Other information	
For Reward team use only	
Job Code	
Definition:	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

Division	D+E – Corporate & Commercial Systems
Reports to (title)	Lead Project Manager or Programme Manager
Location base	London W12

Organisation structure (example)	This roles applies to A, B and C type projects

A fantastic opportunity for a Senior Project Manager within Design and Engineering (D&E), with a background in the implementation of Campaign Management, Analytics and Reporting applications, has become available.

The BBC is undertaking a significant change Programme within the Licence Fee Unit (LFU) to replace their Campaign Management and Data Management systems. This is a complex implementation Programme comprising of a number of diverse parties including vendors, system integrators and user groups.

The Licence Fee Unit (LFU) is responsible for collecting the licence fee, generating £3.8bn of revenue each year. The aim of the LFU is to "to maximise long term net licence fee revenue in a way which sustains public support for the TV licence", ensuring that the licence fee is collected in an efficient, appropriate and proportionate way. The BBC uses the income from the licence fee to provide services including 8 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations and an extensive website, bbc.co.uk. BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 32 languages. It is part funded by a government grant and part funded from the licence fee.

This role is for a Campaign Management Project Manager to manage the delivery of a dedicated workstream within the overall programme, utilising implementation teams, both offshore and onshore, over a 1 year period.

Job specific responsibilities and accountabilities

- This role is to provide overall project management for the implementation and deployment of the Campaign Management, Analytics and Reporting applications within the overall programme.

- You will be responsible for managing a number of 3rd party suppliers who are contracted to the BBC with a contributing role to the design, development and deployment of the applications.

- You will liaise with your counterparts across the programme in order to deliver on the strategic priorities of the overall programme, i.e. how the application deployment activity interacts with other Products, Projects or initiatives across the programme and the wider BBC.

- You will work closely with the 3rd party development teams both onshore and offshore to ensure that all blockers or issues are being dealt with in a timely fashion.

- You will support the team in their use of collaboration tools, ensuring good housekeeping and best practice are always maintained. You will also be key in organising those spaces and ensuring the ceremonies of the sprint and planning processes are completed efficiently and on time, where appropriate.

- This role will require communication with internal and external parties, so you should be able to

B B C

communicate clearly, both formally and informally with your direct team, counterparts, and stakeholders. This role will require working closely with other project managers in order to coordinate and align the application deployment activity with the overall programme roadmap.

- You will support the Programme Manager and the Solution Director in dealing with stakeholders and dependencies.

The Ideal Candidate

- Demonstrable professional development with a recognised project management qualification such as Prince2 or MSP.

- Extensive relevant experience working on projects/programmes, and a substantial period (s) of managing projects to successful outcomes, leading teams, planning, problem solving, progress monitoring, managing risk, and budget or resource responsibility.

- Working knowledge of the project lifecycle, products, techniques and methodologies and approaches and the understanding of how to best apply to the situation.

- Excellent and well-practiced communication (verbal, written, listening), inter-personal and influencing skills with the ability to bridge specialism and business through user-friendly language.

- Ability to effectively deal with difficult stakeholders, navigate ambiguous, changeable, and complex environments and achieve desired outcomes.

- Strong Microsoft Office skills, including MS Project, and MS PowerPoint, with experience in manipulating data to make it meaningful for different audiences.

- Experience in the following is essential.

  o The deployment of an industry leading campaign management application into an environment where the organisation has deployed a large number of campaigns utilising multiple contact strategies including direct mail, email, voice and SMS.
  o The deployment of closed loop campaign management, where the response data is provisioned from multiple sources.
  o The deployment of industry leading analytics and reporting applications across multiple parties utilising a single source of the truth.
  o The deployment of applications where another party or parties provision the source data.
  o The creation and deployment of campaigns where a legacy campaign management system is in place during the roll out period and retired at the end.

- Experience in the following is desirable

  o Adobe Campaign
  o Alteryx
  o Qlik Sense and Qlik NPrint
  o Cloudera Data Warehousing Applications
  o Informatica ETL/ELT applications

Approval	
Manager	Michael Anderson

JOB DESCRIPTION

HR Business Partner	N/A
Date	09/07/2019

N/A