

## **BBC WORLD SERVICE JOB SPECIFICATION**

**Job Title:** Senior Broadcast Journalist, (Desk Editor)  
**Location:** Belgrade  
**Grade:** Local Recruit  
**Reports to:** BBC Serbian Service Editor, World Service  
**Contract Type:** Continuing

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### **CONTEXT**

#### **ORGANISATION AND CONTEXT**

BBC World Service is an international multimedia broadcaster, part of BBC News, delivering a wide range of language and regional services and working increasingly with other parts of BBC News to serve global audiences.

As part of an historic and exciting expansion of the BBC World Service, the BBC is launching a new Serbian service. Its digital offer will cover international news and current affairs, as well as events and issues in Serbia and the wider region. The Service will have an active social media presence.

The Service is part of the BBC World Service's Europe Region.

The team will be based in Belgrade, working closely and collaboratively with colleagues in London (including in BBC News), and in other locations across the world, to deliver the best service for BBC audiences.

Applicants for all roles within the Serbian Service must speak the Serbian language to a native or equivalent level. Experience of working in a media environment is highly desirable.

#### **JOB PURPOSE**

The holder of this senior editorial role will be responsible for duty editing of multimedia output for the BBC Serbian Service. He/she will work closely with the Serbian Service Editor to ensure the Service's output meets all BBC standards, and is innovative and relevant to the audiences.

The post holder will commission and edit coverage and editorial material from Reporters, BJs, freelancers, other contributors as appropriate.

He/she will also contribute (or lead on) the planning processes in the Service, ensuring all key events in Serbia and in the wider region are covered appropriately.

He/she will alert other departments in BBC News to significant developments in the region, explaining the agenda and, at times, reporting on news and current affairs for other BBC outlets.

## **MAIN DUTIES**

- To be responsible for duty editing output of the BBC Serbian Service, ensuring it meets the BBC's editorial guidelines and is clear, creative and relevant to the target audience.
- To commission and deploy members of the Serbian Team in close cooperation with the Service Editor and with the Planning and Deployments structures within the Europe Region.
- To work with WS Digital in order to prioritise multimedia innovation and interactivity on the Service's website. To follow closely technological developments affecting the site's operations.
- To deputise for more senior members of the BBC Serbian Service, as required from time to time.
- To manage and develop some members of staff, in particular BJs.
- To keep track of new media and delivery developments to ensure that the Service makes the best uses of all opportunities and adapts working practices, using resources efficiently and maintaining editorial coherence.
- To liaise closely and constructively with other departments in the World Service Group, collaborating with colleagues across BBC News
- To provide advice to other BBC departments on Serbian current affairs. This may involve participation in the output of other BBC departments.
- As a duty editor, to be editorially responsible for content published on social media platforms, and to work closely with the production team in the service to explore more opportunities of interacting with audiences.
- To support Europe Region's and BBC Serbian Service's management in the recruitment of staff, setting objectives and appraisals.
- To travel as required on overseas when deployed on assignments.

## **ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE**

- A track record of leading editorial teams in broadcast and online industries.
- Fluency in both written and spoken Serbian as first language or equivalent, excellent English language skills and the ability to communicate effectively.
- Extensive up-to-date knowledge of the Serbian and the Wider Balkans, in particular its political trends, as well as social and cultural developments, its media market and the changing needs of the audience.

- Demonstrable knowledge of Serbian affairs is essential.
- Sound understanding of international news and current affairs.
- Proven editorial judgement and creative content production skills and a track record in initiating exciting content ideas.
- Proven experience of staff management, motivation and appropriate deployment of staff with a variety of backgrounds to work in new ways in a rapidly changing multi-skilled environment.
- A willingness to develop a solid knowledge of how emerging technology can most effectively be harnessed.
- Demonstrable energy and enthusiasm for online technology, especially social media.
- Ability to work well and calmly in an environment where news is constantly changing and being updated and have the temperament to enjoy the process.
- Experience of managing human resources in the team with a commitment to achieving the most efficient and cost effective use of man power.
- Ability to adapt and manage change in the face of rapidly changing environment.
- Awareness of Health and Safety policies and practice in an output area.
- Awareness of legislation and other regulations which affect the Service.

## COMPETENCIES

*The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.*

- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC Editorial Guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **Decision Making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **Imagination / Creative Thinking** – Is able to transform creative ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.

- **Planning and Organisation** – Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources requirements.
- **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.
- **Influencing and Persuading** – Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
- **Communication** – The ability to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.
- **Talent Management** – Is able to recognise potential (managerial, professional, artistic or otherwise) and is willing to foster the development of that potential. Creates a climate in which potential can be realised.
- **Managing relationships** – Able to build and maintain effective working relationships with a range of people.

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DATE OF ISSUE:

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(A job specification 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 complete, detailed account of all aspects of the duties involved.)