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| Job title | Senior Journalist | | |
| Job family | Journalism | Band | D |

Job purpose

Responsible for an area of output, including editorial control, reporting, selection and compilation of material, production, leading teams and planning and implementing effective use of resources.
Please see the Appendix for further details.

Key responsibilities and accountabilities

- Responsible for originating and producing stories which may include scripting, editing, outputting, filming and presenting content across a range of BBC output.
- Commission and select relevant materials ensuring they meet expectations of our audiences and adhere to the BBC’s editorial guidelines.
- May be required to undertake on-air reporting, may be required to film and edit material for broadcast where appropriate.
- May include the production and presentation of live or recorded programmes.
- May be required to present live or recorded content on radio, TV or online.
- As required, to allocate work to a team and check progress; ensure the professional contribution of staff and the quality of output.
- Seek ways to increase diversity in our workforce and to ensure that our output reflects the audiences we serve.
- Deliver journalism of the highest standard and within the required timeframe using available resources.
- To act as a facilitator of change, clearly communicating and distributing best practices between teams.
- Delivering to tight deadlines while maintaining the highest editorial standards.
- At all times to carry out duties in accordance with the BBC health and safety policy.

Knowledge, skills, training and experience

Essential

- A high standard of editorial judgment, writing ability and production skills based on substantial broadcast journalism experience.
- Maximises opportunities offered by existing and emerging technologies to their fullest extent.
- Ability to work effectively as a member of more than one team. Resolving conflicts as necessary.
- Ability to manage resources, staff, technical facilities and budgets, in order to make challenging broadcasting in the most cost effective manner.
- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the BBC.
- Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources.
- Ability to write creatively in an engaging manner, adapt, produce and translate with accuracy, clarity and style appropriate to differing audiences and forms of media suitable for multimedia output.
- The flexibility and adaptability to sustain performance, particularly under pressure to meet deadlines and changing priorities and circumstances.

- An understanding of health and safety procedures and how they apply to broadcasting.

Job impact

Decision making

Significant level of responsibility. Uses initiative but seeks guidance where necessary. No line management responsibility but may mentor more junior staff.

Scope

A senior journalist covering a wide range of journalism activity, with significant experience and responsibility for programme/content creation.

Other information

For Reward team use only

Job Code

Definition:

Content

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

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| Division | News, World Service |
| Reports to (title) | Senior News Editor |
| Location base | Delhi, India |

Organisation structure

BBC World Service, as part of BBC News, is an international multimedia broadcaster, delivering a wide range of language and regional services to serve global audiences. It uses multiple platforms to reach its weekly audience of 394 million across 42 languages. BBC World Service is committed to impartiality, and promotes access to independent and accurate news and provides media literacy training.

Challenging disinformation is a strategic objective for World Service and it is now setting up a new Disinformation Unit to tackle fake news. Producing high-impact and original journalism, the unit will work closely with our six Indian language services, based in Delhi, to provide our global audiences with reliable news to spot disinformation and keep themselves immune from fake news.

Additional job specific responsibilities and accountabilities

Role Responsibilities

- Commissioning, fact checking and editing content optimized for websites and social media platforms
- Overseeing systematic tracking of spread of disinformation across digital platforms
- Identifying trends in spread of disinformation content
- Commissioning human interest stories that show the impact of disinformation and conspiracy theories on people's lives
- Monitoring closed or anonymous groups on social media that could be source of disinformation
- Quick reaction to debunk viral misinformation that matters to language services and their audiences
- Leading on seeding content into spaces where disinformation circulates
- Planning for coverage of big news events which might give rise to fake news
- Liaising with social teams in BBC News to amplify the reach and impact of our original content
- Going on air, if necessary, to share editorial insights with our local and global audiences
- Working closely with editorial teams both in India and the UK to improve collaboration in content production and sharing resources
- Using audience participation tools and collaborating with Marketing and Audiences, SEO and UGC teams, etc. to be aware of our audiences' needs and interests and engage with them
- Leading on roll-out of fact-checking and verification training for our Indian language services and local partners

Additional skills/knowledge

A successful record in digital news production with demonstrable experience of both writing text/stories that provide clarity and insight to audiences and producing video content to the highest editorial standards.

Demonstrable experience producing content for social media. Enthusiasm for reaching new audiences on social and knowledge of social media best practices, key opportunities and of BBC/WS social strategy.

Significant experience with fact-checking and spotting fake news.

A clear understanding of the needs and profile of our target audiences across World Service and the ability to translate these into imaginative and compelling multi-platform content.

A deep understanding of the programs of local media and social media platforms to tackle disinformation.

A self-starting individual – you will be able to come up with ideas, get them commissioned made and delivered efficiently and picked up by teams and platforms across BBC news.

The ability to plan and organize time and resources effectively and to manage projects to

JOB DESCRIPTION



conclusion according to deadlines.

A good knowledge of English including complete comprehension of written and spoken English and the ability to communicate effectively.

Fluency in one of our 6 Indian languages (Hindi, Marathi, Gujarati, Punjabi, Telugu, and Tamil) is advantageous.

Strong working knowledge of the data and analytics tools available and demonstrable evidence of using them effectively.

The ability to work fast, accurately and under pressure.

In depth knowledge of South Asian politics and media landscape would be a distinct advantage.

Experience of shooting and editing video would be an advantage.

| Approval | |
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| Manager | Hernando Alvarez, Head of Central Services, BBC World Service |
| HR Business Partner | Kiran Chahal |
| Date | July 2021 |