

Job title	Senior Journalist (BBC Culture)		
Job family	Journalism	Proposed grade	2 (GNL)

Job purpose

The Senior Journalist will be responsible for writing, editing, and commissioning feature stories on BBC Culture, an internationally-focused arts website on bbc.com, which is part of Global News Ltd. They will work to ensure the editorial success and commercial growth of BBC Culture, and the wider goals of the bbc.com team.

Key responsibilities and accountabilities

- Responsible for originating and producing features journalism for BBC Culture, which will include writing, editing and commissioning in text, multimedia and digital video.
- Deliver a steady stream of high-quality, shareable feature stories that inform, educate and entertain an ex-UK international audience and adhere to the BBC’s editorial guidelines.
- Contribute to the commercial goals of Global News Ltd, which may include conceiving series/section ideas in collaboration with colleagues in advertising sales, or managing the delivery of sponsored campaigns.
- Help drive the growth and reputation of BBC Culture with new audiences and demographics.
- Develop a diverse network of trusted contributors to the site.
- Foster links and collaborations with other sections of BBC.com in London and New York, as well as other parts of the BBC.
- Work closely with colleagues in World News, Storyworks and BBC Advertising to support GNL’s commercial imperatives.
- Help cultivate and develop editorial relationships with external bodies and partners
- Identifies and acts on key trends in the digital market
- Seek ways to increase diversity in our workforce and to ensure that our output reflects the audiences we serve.
- To act as a facilitator of change, clearly communicating and sharing best practices are shared between teams.

Knowledge, skills, training and experience

Essential

- A strong track record in writing, commissioning and delivering high-quality arts and culture journalism.
- A high standard of editorial judgment, writing ability and editing skills based on substantial journalism experience.
- A thorough understanding of best practice in digital and social media, and the latest industry trends affecting digital publishing.
- Ability to work effectively with other editors and producers. Resolving conflicts as necessary.
- Experience of using analytic tools and data to evaluate story performance.
- Experience of writing and editing stories for social media audiences.
- 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.

Job impact

Decision making

Significant level of responsibility. Exercises autonomy but seeks guidance where necessary. No formal management responsibility.

Scope

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