

<b>Job title</b>	<b>Commercial Manager - Drama</b>		
<b>Job family</b>	Commercial	<b>Band</b>	<b>D</b>

**Job purpose**

To work with the Director of Drama and Head of Scripted in the Content Partnerships Division at BBC Studios to identify and acquire commercially attractive content from Independent Producers. This will include account managing and supporting producers through the development, investment, launch and sale of drama content with the aim of creating commercial growth in the genre pipeline.

This role will involve working closely with Sales teams within BBC Studios as well as Consumer Products, Marketing, Operations, Comms, business affairs and finance teams.

**Key responsibilities and accountabilities**

- The Commercial Manager will maintain direct contact with drama production companies and be responsible for a comprehensive understanding of their development and production priorities.
- Relationships with real strategic value will be built and maintained with production companies by providing market intelligence and guidance on the opportunities of the commercial market place. You will also act as their main day to day point of contact to help troubleshoot and manage issues that arise throughout the production process. This will involve working closely with a variety of contacts including individual creative producers, production managers, and executive producers, business affairs managers.
- Developing new relationships and remaining at the forefront in terms of knowledge of new content is important. The Commercial Manager will need to keep abreast of producers, up and coming on screen talent, writers and the emergence of new indie companies.
- Representing BBC Studio’s editorial involvement and commercial ambitions in development meetings.
- Evaluate content proposals and negotiate offers to acquire where appropriate and manage the titles through to delivery and launch. This requires knowledge of the clearance processes, music rights and a sound knowledge of production financing models. An understanding of the various stages of programme production and broadcast deadlines is required to make sure that content is contracted and delivered to the marketplace on time. Problem solving skills are needed in terms of packages of rights to be negotiated, windowing of rights, managing issues in the process as they arise, managing internal stakeholders across the process
- Preparing investment cases including sales forecasts and where applicable sales histories showing how each title will be exploited internationally. Demonstrate awareness of consideration of any versioning/special requirements required on each title.
- Ensure the timely pitching and communication of product pipelines, advising BBC Studios departments on the status of all new projects and their editorial development and investment/acquisition status.
- To manage co-productions/pre-sales with Regions and ensure the deal is negotiated in line with the producer’s needs and is of optimum value.
- The Commercial Manager will be responsible for liaising with the Marketing team to optimise marketing activities including launching of the content at MIP-TV, MIPCOM and BBC SHOWCASE .

- Preparing key sales points for BBC Studios sales teams for use at MIPTV, MIPCOM and BBC SHOWCASE and smaller forums.
- With the support of the sales teams collate and edit sales feedback to be presented to producers. Ensure the effective account management of producers, regularly providing them with sales feedback and guiding them through our future sales strategies and detailed plans to market their programmes.
- To monitor sales returns and regularly review return on investment, making conclusions on developing trends on drama content demand.
- Knowledge and understanding of new editorial/consumer trends, broadcaster requirements/new technologies and translating this to inform new commercial opportunities.

### Knowledge, skills, training and experience

- Educated to degree level you will have significant experience with acquisitions, sales, marketing, programme making or within an independent production environment.
- Detailed knowledge of the Indie Sector helpful.
- Detailed knowledge of programme production process would be beneficial in particular the issues facing the indie producer.
- Excellent negotiation skills with an ability to communicate and influence at a senior level.
- Enthusiastic self starter able to work on their own initiative .
- Ability to act decisively and see projects through from inception to completion, problem solve, and multi-task under time constraints and cross divisional pressures.
- A strong interest or passion for TV drama and an avid TV viewer across the whole spectrum of broadcast channels and on demand services.
- Team player with an ability to get on with wide variety of people at all levels both internally and externally. Ability to effectively influence and collaborate across levels, divisions and regions.
- Numerate with the ability to work quickly and easily with Excel spreadsheets.
- Excellent organisational skills and attention to detail.
- Have a good knowledge of programming financing (co-productions, location incentives) be able to discuss with Indie options available to them in terms of deficit financing and recommend best course of action.
- The ability to work with BBC Studios Distribution on strategy for deficit financing including assisting in preparing pitch materials. An aptitude for pitching ideas to clients, sales people and marketing teams – either in a face to face situation or via conference call or video phone.
- A confident manner when developing new relationships via networking opportunities, industry events or research. The Commercial Manager will need to keep abreast of new writers, up and coming on screen talent or the emergence of new indie companies. The Commercial Manager will be required to represent the BBC Studios Drama business area within the wider production community – e.g at read throughs, at creative drama production meetings and industry gatherings.

- Experience and confidence to take decisions on, or recommend as appropriate, levels of investment.
- Communication skills to ensure all BBC Studios business (including overseas offices) are up to speed on the status of all new projects, their editorial development and investment/acquisition status.
- Diplomatic skills to facilitate, with the support of the Studios businesses collate and edit sales feedback to be presented to producers.
- Enquiring mind which is willing to spend time understanding the individual sales territories, broadcaster requirements and trends and new technologies. The Commercial Manager - Independent Drama must be willing to use their expertise to determine appropriate 'format' and versioning of content to meet international requirements.

### Job impact

#### Decision making

- This role will support the development and implementation of the commercial strategy across the portfolio.

#### Scope

- Responsible for the independent drama content pipeline into BBC Studios.
- Collaboratively monitor the investment budget for the genre.
- The Content Partnerships Drama Team is supported by a Team Co-ordinator.

#### Strategic impact/Influence

- Ability to make decisions in a timely manner in response to investment requests from independent producers.

Provide relevant context and strategic vision in relation to the genre slate to form part of board papers and presentations to the wider business and ensure these are delivered to deadline.

#### Relationships

- Managing effective relationships with the Senior Scripted team, independent producers, BBC Studios Sales, Talent, Marketing, Operations, Finance and legal teams.

#### Knowledge & Skills

- A detailed understanding of the value of drama programming in the major international markets and across the different media platforms.
- A sound understanding of the media landscape and its challenges.
- An ability to deliver strategy and direction to a wide range of projects and challenges
- An ability to effectively manage a wide range of complex relationships
- An ability to prioritise and manage a significant workload and to cope under pressure.

- The ability to communicate and influence at a senior level.

**Leadership Behaviours**

- Drive, determination, a self starter with strong persuasive ability.
- Patient, considerate and empathetic approach to dealing with people. A good head for problem solving.
- Passionate and knowledgeable about drama programming.

**Professional Experience**

- Significant experience working in a sales or acquisitions environment within the TV and production businesses.
- Proven experience in negotiating deals across all media in an acquisitions or sales environment.
- Proven Track record of working with producers and a good understanding of challenges facing them in the current financial environment.

**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**

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.

<b>Division</b>	<b>Content Partnerships</b>
<b>Reports to (title)</b>	<b>Head of Scripted</b>
<b>Location base</b>	<b>Television Centre, London</b>

**Organisation structure**

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<b>Approval</b>	
<b>Manager</b>	Name and job title
<b>HR Business Partner</b>	Name
<b>Date</b>	