## JOB DESCRIPTION

**Job Title:**          Creative Director,
**Division:**          Design & Engineering (UX&D)
**Base:**          London
**Grade:**          9D

**About the BBC User Experience & Design (UX&D) team**
We design the BBC's amazing digital experiences, from apps to websites, from iPlayer to CBeebies.

Our ace team of UX designers, architects and researchers collaborate closely with product, editorial and technical teams from across the BBC. Together we create elegant, delightful (not to mention award-winning) digital experiences on mobile, tablet, desktop and TV across 10 digital products: BBC Homepage, Search, News, Sport, Weather, Knowledge & Learning, CBeebies, CBBC, iPlayer and Radio & Music.

**What we need in a Creative Director**
We've already got some of the best UX talent in the business. Now we need a Creative Director who can inspire them to dizzying new heights.

As a Creative Director for one of our 10 digital product areas, you'll be taking the UX lead on one of the most recognised digital brands in the world. You'll need to inspire your own team of designers and collaborate effectively with fellow senior stakeholders from across the BBC. All while making your mark on the BBC's strategy for user experience overall.

You'll be a senior go-to person on all user experience issues, industry trends and developing technologies. So you'll need to keep bang up to date with the latest advances in design, devices and platforms. And be full of ideas about how we can use them to create ever more amazing digital experiences.

You'll be an ambassador for UX and user-centred design, both inside and outside the BBC. You'll collaborate with our Marketing, Communications and Audiences teams, as well as teams from other BBC divisions, sharing insights about how people are using digital products. And you'll work closely with external suppliers, sharing information and best practice, and ultimately making sure audiences and the creative industry see us as an innovator in the ways of UX.

**Knowledge and Experience**
You'll be highly experienced in user experience design, with a keen understanding of digital media and the role it can play in the future of the BBC.

You'll have exceptional communication, networking, influencing and persuading skills. And you'll be able to gain respect with your credibility, integrity and professionalism.

You'll think strategically and be able to evaluate decisions in the short, medium and long term.

You'll have a proven track record of building and sustaining effective working relationships. And you'll be able to get great results even when working with lots of stakeholders.

You'll be able to show experience of leading UX design teams.

**Competencies**
As a "grade 9" you'll need to be able to:

**Communicate**
• Use a range of techniques to influence and adapt to situations
• Handle objections and challenge them constructively
• Deliver difficult messages well

**Think analytically and creatively**
• Think strategically when solving problems
• Keep the big picture in mind
• Facilitate or lead effective problem solving in meetings or groups

**Strive to learn**
• Actively seek feedback from multiple sources
• Contribute to the internal and external community in your areas of expertise

**Manage relations and teamwork**
• Support a collective effort to resolve problems
• Act as a valued mediator or diplomat
• Use the strengths of your team to deliver increased value

**Manage and develop people**
• Distribute the workload across the team to get the best results
• Value differences in people
• Create viable succession plans

**Strive for results**
• Manage the performance of others to ensure delivery
• Always focus on audience impact
• Anticipate and tackle problems

**Be resilient and flexible**
• Proactively promote change to others
• Proactively find out more about proposed changes
• Respond quickly to changes

**Plan and organise**
• Set clear challenges and targets for team
• Prioritise demand to make good use of resources
• Effectively anticipate, avoid and deal with problems