

Job title	Creative		
Job family	Marketing & Audiences	Band	C

Job purpose

We want conceptual thinkers who are excited about creating multi-platform advertising campaigns for major BBC brands; you will have the opportunity to write, produce, design, edit and/or direct compelling creative content inspired by the BBC’s marketing strategy.

A Creative may work on a broad range of material, from 30” trailers to short-form digital content or photographs, and from simple audience communication to hi-end campaigns. The role of the Creative may vary depending on the work-area allocated and the craft specialism; the weighting of the principle accountabilities changing accordingly.

You will work into a Creative Head, but will be expected to take briefs in person and pitch ideas back to stakeholders (working under your own initiative).

Examples of our work can be seen here:

<http://www.bbc.co.uk/bbccreative>

Key responsibilities and accountabilities

Creativity

- Create and oversee complex, innovative and effective promotional campaigns, based on lateral concepts where appropriate.
- Come up with and present a number of ideas/concepts for any project.
- Work to formal/informal creative briefs, and ensure material is highly targeted and meets agreed objectives.
- Ensure that all creative work, across different platforms, is aligned with the BBC’s strategic vision; and to find innovative ways of driving forward that vision.

Production skills

- Manage large-scale promotional projects, across all media and for all platforms - commissioning and briefing staff/contributors as appropriate.
- Originate promotional material by directing and/or producing studio or location recordings (either video, audio or still photography).
- Research / select / edit together the most appropriate content, to produce effective promotions, using self op technology as directed.
- Write effective copy, for any media/platform (and direct voice-over artists/presenters where appropriate).
- Make promotions that are consistent with BBC editorial considerations.
- Ensure that all promotional output is technically compliant.

Financial

- Work within the budget issued, including resource management and the contracting of resource personnel - working closely with the team Production Manager / Coordinator.
- Obtain by negotiation the best possible value for money for the BBC.

Liaison

- Liaise with content producers about their programmes, and develop strong working relationships with internal / external stakeholders including talent and their agents. Work closely with craft personnel, briefing them effectively to produce the required material.
- Contribute to the development, realisation and evaluation of other team members' ideas.
- Work closely with colleagues specialising in all media, to build consistent campaigns.
- Undertake any other promotional work as requested.
- Be aware of safety responsibilities and actively seek information and participate in appropriate training. To provide appropriate information and suitable training to other staff.

Knowledge, skills, training and experience

Essential

Must have Creative experience in Broadcast Promotions or Advertising

Plus:

- Practical production experience
- Well-developed digital skills
- Excellent creative skills, with a proven track-record of devising original cross-media promotional campaigns:
 - Idea generation / conceptual thinking
 - Developing creative treatments
 - Copywriting and/or art direction
 - Ability to create multi-media campaigns for all platforms

Our Creatives must also have knowledge of the production process and be prepared to take on elements of it themselves, depending on their specific creative role.

For example:

- Video/Audio Production – Producing and/or Directing
- Post Production – Shot selection and/or Editing
- Photography – Directing photographers and talent
- Design / retouching – compositing stills and graphics

Also essential

- Good interpersonal skills, sensitive and persuasive in dealing with others
- Resilience and flexibility
- Ability to exercise sound judgement
- Client / audience focus
- Good verbal communication skills
- Good planning and organisational skills

Job impact

Decision making

Scope

Other information

For Reward team use only

JOB DESCRIPTION



Job Code	
Definition:	Content / Content Support / Support

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 -

This appendix gives specific detail about roles within the BBC Creative writing team.

Division	BBC Creative (Writing team)
Reports to (title)	Senior Creative
Location base	Broadcast Centre W12

Organisation structure
<p>We are looking for experienced Creatives to join our team working on conceptual campaigns for a wide variety of high priority BBC products and services.</p>

Additional job specific skills and accountabilities
<p>Candidates must have proven experience of creating outstanding multi-media campaigns across a range of brands :</p> <ul style="list-style-type: none"> ○ Idea generation / conceptual thinking ○ Copywriting / art direction ○ Developing creative treatments ○ Ability to create multi-media campaigns for all platforms – with a particular focus on digital solutions ○ Pitch/presentation skills <p><i>A significant body of work will need to be submitted for review as part of your application.</i></p>

Approval	
Manager	
HR Business Partner	
Date	