



Job title: Social media journalist

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Job introduction

We have an exciting opportunity for a journalist with substantial social media experience, a passion for storytelling, basic skills in video shooting and editing, and an interest in health, wellness, the environment and sustainability to help us launch two new BBC.com feature sites: Future Planet and Future You.

This is a launch role focusing on building communities for Future Planet and Future You from the ground up. Experience in launching new social media channels or growing online audiences is ideal, but not essential.

Beyond a social media producer role, this role will include helping to shape the social media and editorial strategies, voice, and content of the two sites. You will be leading social strategy for both websites, launching their social media platforms and creating content for them. The role will require you to not only find creative ways to re-purpose the websites' content on social media, but also to find stories and make your own content for social.

Via social listening, you will also be working closely with the editorial team to provide (and sometimes report and write) story ideas, suggest angles and come up with social-friendly headlines and images.

About Future Planet, Future You and BBC.com

Future Planet is the new BBC.com site surfacing solutions-focused stories about sustainability, climate change and the environment from around the world. Future You is the new BBC.com site focused on health and wellness and aimed at a female audience under 40. Both websites will fall under the "parent" website BBC Future (bbc.com/future). Like BBC Future, they publish digital feature stories (not news); most stories are text, but there is also some video.

Because they will only be publishing about five stories a week in total, this role provides a fantastic opportunity for someone who wants to get beyond simply "scheduling" stories on social and devote the majority of their time to strategy, storytelling and content creation.

Both websites are within GNL, the part of the BBC which brings together the BBC.com features sites (BBC Future, BBC Culture, BBC Travel, BBC Worklife and BBC Reel), the BBC World News television channel, bbc.com/news and bbc.com/sport within the BBC News Group family. BBC Global News Ltd's ambition is to maximise the quality of BBC News

outside of the UK, focusing on delivering a commercially funded, but public service driven, news business.

Key responsibilities and accountabilities

- Develop and implement a social media strategy to support the launch and longevity of Future Planet and Future You.
- Create a distinctive voice for Future Planet and Future You on social media.
- Create high-quality, multimedia assets and posts that tell Future You and Future Planet stories in ways that speak to our target audiences on social (whether turning a statistic from a story into a shareable graph, a statement into a meme or a text story into an Instagram story).
- Re-cut digital videos on Future Planet and Future You for social media platforms that meet the highest editorial standards.
- Find stories that are the best fit for a social media environment, and execute telling those stories through reporting, writing and/or shooting and editing video and images, to use on social platforms.
- Actively generate ideas and seek out new stories for the websites themselves, in particular through using 'social listening', with potential opportunity to report and shoot or write them yourself.
- Work closely with the editors of Future Planet and Future You as well as our audience growth editor, from the commissioning stage until production, to optimise story angles, headlines and assets for social or other off-platform use.
- Track success through engagement rates, growth statistics, reader responses and other metrics.
- Exercise editorial judgment in developing ideas and producing accurate and impartial journalism.
- Provide insight into emerging platforms, trends or behaviours in social media.
- Engage and interact with our audience across social platforms, monitor conversations that can feed into the idea generating process for the site.
- Use data to provide feedback on performance and engagement with Future You and Future Planet content on social media platforms.
- Help cultivate and develop editorial relationships across the BBC and with external partners.
- Liaise closely with other team members.
- Prioritise and plan activities taking into account all the relevant issues and factors such as deadlines staffing and resources available.
- Routinely fulfil duties unsupervised.
- Ensure that all content or language published to our social media platforms adheres to BBC editorial guidelines.
- Promote diversity, ensuring that content reflects the diverse nature of the BBC's global audience.

Ideally, you have....

- Strong capabilities in brainstorming and creative thinking, as well as the initiative to see ideas through.

- Strong analytical and organisational skills.
- Strong talent in storytelling.
- A collaborative, can-do attitude that allows you to work closely and productively within a small team, but also forge relationships around the BBC.
- An understanding of how to reach and speak to a younger, global and diverse audience, while still maintaining BBC editorial standards and guidelines.
- A clear, fluent writing style in British English.
- Experience as a journalist, ideally in generating and executing stories for a media publisher.
- Experience in social media, ideally in creating successful social media content for digital media companies specifically.
- Experience in launching new social media channels or growing online audiences is preferred, but not essential.
- At least basic skills in filming and editing video, ideally in shooting and editing social videos, digital videos or explainers.
- Interest in the subject areas covered by Future You and Future Planet.
- Knowledge of social media best practices, digital trends, entertainment and the social media/emerging technologies landscape.
- Sound editorial judgement based upon a clear understanding of the BBC's distinctive editorial guidelines.