

## **BBC Global News Limited Job Description**

### **JOB DESCRIPTION**

**Job Title:** Head of Digital and Distribution, BBC Global News Japan Ltd

**Base:** Tokyo

**Reports to:** Managing Director, BBC Global News Japan Ltd

BBC World Japan Ltd has been broadcasting BBC World News to television audiences since 1994, providing high-quality, trustworthy news and analysis partially translated into Japanese. BBC Global News Japan Ltd is now aiming to extend both revenue and reach by distributing high-quality translated content from BBC World News and BBC.com via leading OTTs, news websites, portals, and SNS platforms. We are recruiting a Head of Digital and Distribution to play a key role in developing this new part of our business.

### **Job Purpose**

Based in Tokyo, the post-holder will be part of BBC Global News Japan and will be responsible for monetising and optimising the value of BBC World News content, including text and video. Responsibilities will include identifying opportunities and executing new digital sales activity in the market, negotiating and establishing new partnerships, effectively managing external partner and client relationships, and growing revenue from these deals. The post-holder will also help support digital advertising opportunities on BBC.com and BBC.jp properties. In addition, the post-holder will also be responsible for growing content (TV programmes) sales as well as maintaining the traditional business such as DTH and FTTH-related businesses.

### **Principal Responsibilities**

- Accountability for delivering the total revenue for Distribution Department.
- Assess new digital sales opportunities alongside MD of BBC GNJ and GNL Head of Business Development, in line with the broader digital distribution strategy and deal criteria checklist.
- Ensure that revenues from digital partnerships are maximised in order to reach BBC Global News Japan's digital revenue targets.
- Keep up to date with, and provide regular analysis of, the latest developments in the digital market in Japan, including the position of news content within this environment and competitor activity. Make recommendations for digital sales activity accordingly.
- Work closely with the Digital Editor of our Japanese site, BBC.jp, to understand the SNS environment, and to help devise suitable content offerings and products for partner platforms.
- Help launch and then manage new digital deals on other platforms.
- Track performance of all digital deals and recommend resulting changes to our output.
- Ongoing internal co-ordination with BBC divisions both in the Asia region and in the UK.

- Play a key role in coordinating any digital advertising sales activity, including on the global BBC News website (BBC.com), working closely with the BBC's Advertising Sales division and any assigned advertising sales representatives within Japan.
- Leadership of a multi-disciplinary team of distribution professionals to meet this objective, ensuring excellent project and people management, including team members' personal development.
- Responsible for growing content (TV programmes) sales as well as maintaining the traditional business such as DTH and FTTH-related businesses.

### **Essential skills and abilities**

- An excellent understanding of the fast-changing digital media environment in Japan, including how news is accessed and used in a digital and social environment.
- Proven experience within a digital-media sales environment or in a digital-media related business activity.
- Proven experience of negotiating and setting-up deals in a digital-media sales environment.
- A good overview and understanding of existing BBC News digital and SNS products.
- To be commercially minded, pro-active and to demonstrate initiative.
- Ability to develop new digital sales opportunities, as well as maximising benefits from existing clients.
- Ability to influence and build strong and effective relationships with external customers and internal departments.
- Excellent communication skills with a strong customer focus and confident manner.
- An understanding of digital advertising.
- Advanced English communication skills – needs to communicate regularly with UK staff.
- Ability to work as part of a team or individually with commitment, motivation and energy.
- Experience with pipeline management is essential.
- Outstanding relationship management and customer service skills.
- Highly motivated, proactive, dedicated and creative.

### **Competencies**

- **Planning and organisation** - able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources.
- **Communication** - able to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.
- **Influencing and persuading** - able to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

- **Managing relationships and team working** - able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.
- **Flexibility** - adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.