

Job title Senior Journalist

Job purpose

Commission outstanding videos and video series, with the goals of growing both the audience of BBC Reel and the international impact and reputation of the site. Generate ideas and have editorial control of an area of the output, manage freelancers, edit, plan, publish, monitor and promote the content's performance.

Key responsibilities and accountabilities

- Generate ideas for groundbreaking video content and video series with the goal of growing BBC Reel's audience, impact and reach
- Commission distinctive and innovative short documentaries and viral digital videos to our network of video journalists around the world
- Discover new talented filmmakers
- Liaise and guide the filmmakers on the field
- Editing video pieces when necessary
- Forward planning and budgeting
- Ensure editorial control and timely delivery of videos that adhere to the BBC editorial guidelines and to the BBC's highest journalistic standards
- Publish the videos on the website, monitor and optimize the headlines and thumbnails to increase traffic performance.
- Ensure the promotion of the videos.
- Track success through engagement rates, growth statistics, readers responses and other metrics and use data to provide feedback on the performance of the content
- Provide concrete insights into new formats, video strategy and on the newest trends in the field of video journalism and digital storytelling
- Exercise editorial judgment in developing ideas and produce accurate and impartial journalism
- Help cultivate and develop editorial relationships across the BBC and with external partners.
- Promote diversity, ensuring that content reflects the diverse nature of the BBC's global audience
- Routinely fulfill duties unsupervised
- Liaise closely with other team members and with other departments in the BBC, to ensure that output material is shared, duplication is avoided, and best practice is upheld
- Prioritise and plan activities taking into account all the relevant issues and factors such as deadlines staffing and resources available.

Essential

- Solid journalistic and filmmaking background

- Proven experience in ideas generating for magazine and news outlets
- Solid experience in visual storytelling
- Sound editorial judgement based upon a clear understanding of the BBC's distinctive editorial guidelines
- Significant experience in filming and editing compelling short documentaries, explainers and digital videos
- Fluent in using FinalCutPro, and/or Adobe Premiere
- A clear, fluent writing style and an ability to produce strong headlines, summaries and promotional texts in British English
- A vivid interest and experience in a variety of magazine topics, such as culture, science, history, psychology and travel.
- Ability to work effectively as a member of more than one team. Resolving conflicts as necessary.
- Ability to manage resources, staff, technical facilities and budgets, in order to make challenging productions in the most cost effective manner.
- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the BBC.
- The flexibility and adaptability to sustain performance, particularly under pressure to meet deadlines and changing priorities and circumstances.
- An understanding of Health & Safety procedures and how it applies to filming in the field.