

<b>Job title</b>	<b>Content Producer</b>		
<b>Job family</b>	<b>Content Production</b>	<b>Proposed Band</b>	<b>C</b>

**Job purpose**

The Producer will develop and deliver content, ensuring that it achieves the highest creative and editorial standards, delivers on time and on budget, with adherence to BBC guidelines.

- Key responsibilities and accountabilities**
- To develop and pitch ideas for multi-platform content;
  - To produce distinctive content on a variety of platforms using a range of specialist production skills;
  - To ensure content reflects our diverse audiences;
  - To keep up to date with emerging industry trends;
  - To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout;
  - To manage the budgets and resources within the agreed parameters.
  - Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback;
  - Seek improvements in content production to develop further efficiencies in working practices;
  - To work within BBC compliance policies, including Editorial guidelines, referring on matters of potential controversy;
  - May present programmes on radio, TV or other media. Presenting duties will be additional to your normal role and will never be as much as 80% of your role;
  - To be accountable for working within the BBC Legal and Health & Safety policies and guidelines.

- Knowledge, skills, training and experience**
- Essential**
- A thorough knowledge of BBC editorial guidelines and other compliance policies, or the desire and ability to glean this knowledge quickly.
  - Understanding of the importance of the BBC's values in accuracy and impartiality.
  - A passion for and a great understanding of the area in which the role operates.
  - Proven knowledge and experience of the latest production techniques and technologies and the technical skills to produce quality content across multi-platforms;
  - Demonstrable knowledge and experience of working in a content production environment;
  - Demonstrable ability to develop fresh, new creative ideas.
  - Experience of taking ideas from concept to finished product whilst driving forward creativity;
  - Knowledge of the target audience, their needs and expectations;
  - Ability to establish effective short and long term relationships with a wide range of people, talent, partners and agencies.
  - Effective planning and organising skills. Ability to manage several areas of work at one time, prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities;
  - Ability to prioritise a conflicting workload efficiently and to maintain standards of accuracy and attention to detail when working to deadlines or changing priorities;

- Sound editorial judgement and an ability to decide when to seek guidance and escalate issues where appropriate.
- An ability to consider a range of problems and use own judgement to apply effective, time critical solutions.
- Awareness of financial responsibility and budgets and resource management.

<b>Job impact</b>
<p><b>Decision making</b></p> <p>The Content Producer may report to various roles, depending on the area of which they are working in, but can range from a Producer, Series Producer &amp; Executive Producer to a Head of department.</p> <p><b>Scope</b></p> <p>Producers are accountable for the success of the content that they are producing, with editorial control from beginning to end, liaising with a number of internal and external stakeholders/third parties.</p>

<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content

*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**

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

<b>Division</b>	Discovery Labs, BBC Children's
<b>Reports to (title)</b>	Senior Content Producer - Games Production
<b>Location base</b>	Salford

<b>Organisation structure</b>	
<p>The Discovery team own BBC Children’s relationship with the audience. We cover everything from Presentation to publishing on our TV Channels, CBeebies and CBBC, as well as iPlayer. We oversee Children’s digital platforms for 0-16s, including our suite of CBeebies apps for our youngest audience, as well as our growing YouTube portfolio and social media channels. We’re responsible for working closely with programme makers, technical and product teams (Design &amp; Engineering) and the wider BBC to ensure our brilliant content and products reach as broad an audience as possible.</p> <p>The Games team sits within Discovery, forming the editorial arm of the team responsible for delivering games content for CBeebies, CBBC and Bitesize across apps and web platforms.</p>	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• Work with design and technical teams to oversee the delivery of digital games, products, tools and templates, demonstrating strong project and time management skills.</li> <li>• Generate creative game and digital experience ideas to answer the brief and produce games from concept through to first release and ongoing updates.</li> <li>• Work in partnership and actively collaborate with colleagues across the organisation and beyond, building and maintaining effective working relationships.</li> <li>• Work with editorial stakeholders to ensure content is on-brand, suitable and compelling for the target audience.</li> <li>• Demonstrate a good knowledge of the children's audience, current trends and what appeals to them, particularly in games, with an understanding of their behaviour and needs across the various age groups.</li> <li>• Facilitate strong communication, clear approval processes and sharing information with senior stakeholders.</li> <li>• Liaise with independent (non-BBC) digital agencies to ensure the smooth running of projects, and oversee the delivery of content that is consistent with BBC Children’s editorial guidelines.</li> <li>• Develop and maintain excellent communication with Children’s TV, technical and design teams.</li> </ul>

- Identify and communicate project risks in a timely fashion along with recommendations and clear steps to remedy or mitigate.
- Be ready to take responsibility for day-to-day decision-making on editorial matters.
- Manage the work and development of Assistant Content Producers and Researchers, when necessary.
- Be aware of legal and rights issues relating to digital media content, as well as specific areas such as data protection.
- Ensure all content and promotion meets the BBC Editorial Guidelines.

<b>Approval</b>	
<b>Manager</b>	Rachel Bardill Executive Editor
<b>HR Business Partner</b>	Fiona Smithson
<b>Date</b>	April 2021