

Job Description

Job Title: Senior editorial producer, digital content

Department: BBC Academy

Base: Birmingham

Grade: 9

About us/context:

Role Responsibilities:

Working to the head of digital content, the successful candidate will be a senior member of the Academy digital content management team. We are looking for an experienced senior producer who is genuinely enthusiastic about providing world class training to BBC and industry professionals, through ground-breaking digital content and formats that meet the high standards expected of the world's most respected broadcaster and content maker.

This role includes:

- Supporting the day-to-day management of the content team
- Providing editorial support in shaping daily publication on all platforms – internal and external facing - inc. playing a key role in planning, commissioning and signing off projects
- Fostering and supporting original training and learning content production and original ways of storytelling within the team
- Taking a leading role in ensuring the Academy's content reaches as many people on as many different platforms as possible
- Putting the user first – understanding what our audience needs and shaping our content around that
- Contributing to the development and production of the new digital services
- Liaising with portfolio manager to ensure efficient and smooth delivery of all content
- Line-managing, conducting appraisals and delivering regular, quality feedback
- Ensuring the Academy's content adheres to the editorial and production standards required of BBC Academy and BBC output
- Workflow management - creating and documenting, editorial compliance
- Talking daily to team members re their work
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- Pitch, inspire, produce own content on a regular basis - blogs, podcasts etc
- Encourage and put into place development of team members
- Liaising with trainers and training managers re production of course content
- Liaising with stakeholders in and out of the BBC
- Keeping the website live, updating content, generating themes, campaigns, new ideas

Key skills/Experience required:

- Extensive experience of working in a TV, News, radio, digital environment ***at senior producer (or equivalent) level***
- Excellent editorial judgement and a thorough understanding of BBC editorial guidelines
- Project management skills
- An understanding of working within project budgets
- Working within teams and been responsible for teams of varying sizes
- Experience of developing and nurturing team members
- Experience of working on complex productions involving varied stakeholders, staff and freelance staff
- A thorough editorial understanding of content creation, from ideation to publication - including working with scripts, content producers (video, audio, digital), designers and editors, post production, compliance and law.
- A demonstrable understanding and/or experience of e-learning, through work or personal use
- A demonstrable passion for equipping people with the best possible skills to have an enjoyable and rewarding career in broadcast media
- Experience of motivating, inspiring creativity, driving forward new ways of working
- Experience of mentoring and training others desirable
- An excellent understanding and experience of using social media platforms
- A demonstrable understanding of the UK media training industry
- Understanding of the Academy's target audience, what makes them tick
- In-depth knowledge of audience engagement techniques and tools
- A thorough understanding of how the BBC trains its staff and the wider industry

- Track record in original content production
- A track record in innovative and creative storytelling for a digital audience
- Understanding of aims and values of BBC Academy
- Understanding of the BBC's values

Competencies (The term competency refers to the skills, knowledge and core behaviours required to perform a job, or an element of it, successfully. Qualifications usually measure outcomes or what is done, competencies measure how you do it. The interview questions are structured around the role's core competencies)

Editorial Judgement: Makes the right editorial decisions based on a clear understanding of the BBC's editorial values and guidelines. **Creative thinking:** Translates the training needs of the BBC and wider industry into high quality output through a detailed understanding of the requirements of the platforms.

Managing relationships and team working: Able to build and maintain effective working relationships with a range of people across the BBC and the Academy. Works cooperatively with others to be part of a team, as opposed to working separately or competitively. **Analytical Skills:** Simplifies complex problems, processes or projects. Identifies causal relationships and constructs frameworks for problem-solving and/or development. Able to determine user need through analytics and research.

Decision Making: Is ready and able to take initiative, originate action and be responsible for the consequences of decisions.

Communication: The ability 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 Others: Presents sound and well-reasoned arguments to convince others. Draws from a range of strategies to persuade people in a way that results in agreement or behaviour change.

Understanding Diversity: Understands and appreciates the uniqueness of self and others. Demonstrates, and is committed to improving, understanding of why people react in particular ways. Understanding diversity in its widest sense. Demonstrates a commitment to improving diversity in the BBC. Takes a balanced approach to discussing and taking action on diversity issues. Articulates how individual differences can benefit the BBC.

At the BBC we respect each other and celebrate our differences so that everyone gives their best. The BBC positively encourages applications from all parts of the community and is committed to promoting equality of opportunity.

It is important to the BBC Academy that all employees come from and reflect the different communities across the UK

We value their understanding, experience and knowledge which enables us to communicate with our audiences.