

<b>Job title</b>	<b>Head of Station, Radio</b>		
<b>Job family</b>	<b>Commissioning</b>	<b>Band</b>	<b>F</b>

**Job purpose**

To provide inspired creative leadership and strategic vision for a BBC Radio station. To be the station’s “brand guardian”, to create distinctive programming, delivering public service output, leading the process of commissioning to deliver a distinctive schedule along with a digital proposition that serves the particular needs, interests and listening patterns of the station’s target audience.

**Key responsibilities and accountabilities**

- Define and lead the execution of the audience strategy for the radio station that delivers the BBC objectives, ensuring a joined-up approach for all brand-affiliated content and events in liaison with colleagues, stakeholders and partners.
- Deliver the radio station’s audience strategy as efficiently as possible; driving maximum value through effectively implementing agreed budget and financial strategy, ensuring appropriate investment to maximize return to the audience.
- Provide creative and collaborative editorial leadership to internal and external providers, stakeholders and strategic partners, communicating the station brand’s editorial objectives to its supplier base and providing the necessary guidance to deliver stand-out content for the BBC’s linear and digital platforms.
- To be aware of the full extent of the financial authority vested in the post, and to ensure that this is exercised in accordance with agreed financial compliance arrangements.
- To lead the commissioning process for the radio station and ensuring it is fairly managed for both independent and in house producers and content delivered meets the commissioning briefs’ objectives and KPIs.
- Ensure commissions are based on a sound understanding of cost, quality, delivery date, rights exploitation and funding needs, so that the radio station meets its strategic objective, its financial targets and regulatory requirements.
- To lead the on-air talent strategy for the station and be the station’s principal on-air talent manager, liaising with presenters, contributors and their agents.
- To develop and sustain a strong and continuously invigorated talent base, seeking out and nurturing original and fresh talent.
- Keep abreast of industry and technology trends, competitor activity & performance and best practice, identifying key trends and new ideas appropriate to the station brand.
- Provide inspirational leadership supporting career development, talent retention and performance management in line with the BBC’s values.
- To ensure that output meets all editorial compliance requirements, independent quotas and Nations & Regions production targets.
- To represent Radio & Education and the wider BBC at national and international industry gatherings.
- To comply with all relevant BBC Safety Rules, procedures and guidelines. To be fully aware of the Health and Safety responsibilities of this job role as stated in Radio & Education's Health and Safety Policy.
- Contribute to the wider development and leadership of the division, promoting and championing collaboration, creativity and diversity.

**Knowledge, skills, training and experience**

**Essential**

- As a subject matter expert, provide professional leadership, creativity, innovation and clear direction across the radio station, fostering strong performance and bringing strong operational skills that support the BBC in becoming a simpler and more efficient organisation.
- Able to lead the station with long-term vision using cutting edge creative, technical and/or professional skills.
- Adept at managing senior and executive level stakeholders, able to undertake significant change and project management activities with wide-ranging BBC impact, often operating under tight timescales and managing numerous competing priorities
- A comprehensive understanding of the Media sector and the BBC’s external competitive landscape, including an understanding of economic/commercial/political issues affecting the BBC and the wider industry, equipping the job holder to contribute to long term objectives and strategies with major impact on the function/division, and often the BBC as a whole.
- A convincing and persuasive communicator, able to influence and negotiate with senior stakeholders across the BBC, and external agencies/stakeholders, often required to present and defend complicated issues which have a wide-ranging impact on the BBC.
- Deep knowledge, experience and insight into the station’s content area and a recognized source for creative thinking and innovation.
- Comprehensive understanding of current markets, trends and issues within the broadcasting industry and knowledge of output across the whole of the BBC, as well as that of competitors.
- Thorough understanding of the way in which programmes are commissioned, financed and produced.
- Broad and comprehensive understanding of all BBC’s legal, contractual agreements and regulations as they apply to programme making, broadcasting and digital media.
- Experience in managing significant budgets and understanding key financial drivers.

**Job impact**

**Decision making**

- Develop, adapt and execute station plans in line with strategic plans and direction from Senior Leaders.
- Undertakes a wide range of activities factoring in multiple, diverse considerations, requiring complex analytics and decision making, interpretative thinking and a solutions-focused approach.

**Scope**

- Typically leading a sub-function/top line department or specialism within a top line Support function. May in some cases lead a smaller BBC Support function.
- Ability to apply external sector knowledge, contextualising challenges and changes in the sector, to understand the relative positioning and strength of the BBC’s services/practices.

<ul style="list-style-type: none"> <li>In-depth knowledge of how own sub-function/sub-divisional area integrates within the function/division, including how processes and resources interact to help achieve functional/divisional targets and objectives</li> </ul> <p><b>Strategic impact/Influence</b></p> <ul style="list-style-type: none"> <li>Provides input into functional strategy.</li> </ul> <p><b>Reporting structure</b></p> <ul style="list-style-type: none"> <li>Reports into a Senior Leader within their division</li> </ul>
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Other information	
For Reward team use only	
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>	<b>Radio &amp; Education</b>
<b>Reports to (title)</b>	<b>Head of Station - 6Music</b>
<b>Location base</b>	<b>New Broadcasting House, London</b>

Job Introduction
<p><a href="#">6Music</a> is currently the UK’s biggest digital-only station with over 2.4 million listeners and is the home of curious music-lovers with an appetite for popular music and culture outside the current mainstream. Head of Station - 6Music, is a new and exciting, industry-leading role in the BBC’s popular music portfolio. Using your advanced digital skills and experience, you will deliver a compelling vision of 6Music’s place in the 21<sup>st</sup> century media landscape. Responsible for the brand, budget, content and culture, you will provide inspired, creative leadership and strategic direction for the station. By securing and developing a range of authentic on-air voices as music curators, this is an opportunity to shape the next era of 6Music to ensure its music-loving audience continues to discover content it cares about and builds lasting relationships with UK and global artists.</p>

**Are you the right candidate?**

## JOB DESCRIPTION



- An industry leader who has a clear vision of how to appeal to, attract and retain a target audience of curious music-lovers with an appetite for expertly-curated popular music and culture
- Excellent knowledge of and contacts within the entertainment and music industries, particularly with those whose talent and artists appeal to the 6Music audience.
- Experience of identifying and developing presenters who appeal and speak to the target audience with authenticity and relatability
- Evidence of advanced digital skills, experience and outcomes delivering content focussing on music and culture outside the mainstream

Approval	
<b>Manager</b>	
<b>HR Business Partner</b>	
<b>Date</b>	