

Job title	Senior Journalist, Social Media Urdu		
Job family	Journalism	Proposed band	D

Job purpose

Responsible for an area of output, including editorial control, reporting, selection and compilation of material, production, leading teams and planning and implementing effective use of resources.

Key responsibilities and accountabilities

- Responsible for originating and producing stories which may include scripting, editing, outputting, filming and presenting content across a range of BBC output.
- Commission and select relevant materials ensuring they meet expectations of our audiences and adhere to the BBC's editorial
- May be required to undertake On-Air reporting, may be required to film and edit material for broadcast where appropriate.
- May include the production and presentation of programmes. This might be live or recorded.
- May be required to present the content on radio, TV or on line. This might be live or recorded.
- As required, to allocate work to a team and check progress; ensure the professional contribution of staff and the quality of output.
- Seek ways to increase diversity in our workforce and to ensure that our output reflects the audiences we serve.
- Deliver journalism of the highest standard and within the required timeframe using available resources.
- To act as a facilitator of change, clearly communicating and sharing best practices are shared between teams.
- Delivering to tight deadlines while maintaining the highest editorial standards.
- At all times to carry out duties in accordance with the BBC Health and Safety policy.

Knowledge, skills, training and experience

Essential

- A thorough understanding of production methods used in BBC news and the ability to adapt to new media.
- A high standard of editorial judgment, writing ability and production skills based on substantial broadcast journalism experience.
- Exploits opportunities offered by existing and emerging technologies to their fullest extent.
- 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 broadcasting in the most cost effective manner.

- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the BBC.
- Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources.
- Ability to write creatively in an engaging manner, adapt, produce and translate with accuracy, clarity and style appropriate to differing audiences and forms of media suitable for multimedia output.
- 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 broadcasting.

Job impact

Decision making

Significant level of responsibility. Exercises autonomy but seeks guidance where necessary. No formal management responsibility but may informally manage more Junior staff.

Scope

A senior journalist covering a wide range of journalism activity, with significant experience and responsibility for programme/content creation.

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.

Division	WS Languages
Reports to (title)	Urdu Editor
Location base	London

Organisation structure	
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Additional job specific responsibilities and accountabilities

Responsibilities:

- Accountable for producing and publishing all social media output, digital content, videos, and innovative editorial projects to serve our Urdu audiences
- To play a lead role in communicating BBC Urdu's social media strategy both within and outside the BBC.
- To find, verify and seek permission for BBC publication of UGC videos relevant to breaking news or emerging trends.
- To develop and implement contingency plans, if needed (for instance if access to off platform sites are blocked/censored).
- To collaborate with other YouTube and social media editors to better develop product, identify best practice and innovation.
- To be an in-house authority on best practice use of digital video, particularly as it relates to the Urdu Service's context, and to identify other opportunities for video presences, test and report back on digital initiatives, stay abreast of trends and developments within online video and maintain competitor and alternative platform intelligence.
- To lead the change in the workflow to maximise BBC's reach and impact in Urdu language on social media platform.
- Actively seek ways to reach more female audiences and introduce and implement strategies to improve engagement with them
- Work with the Asia Digital Editor & Growth Editor to create and deliver on a

social media strategy to increase traffic for Urdu's digital & social platforms

Skills:

- Proven record of leading a social media and digital team in Urdu or other languages.
- Excellent written and spoken Urdu
- Demonstrable experience and enthusiasm for social media and interactivity
- Demonstrable knowledge of Urdu and South Asian affairs is essential
- A proven record in multimedia journalism, including an ability to edit and repackage video, using newsroom systems, such as Jupiter and FCP, or similar systems, such as Avid, Final Cut.
- Experienced in devising strategies for audience engagement and optimization on and off site.
- A track record of digital multiplatform usage and an ability to produce creative content to meet key audience demographics.
- An understanding of the commercial potential of digital video outlets for 24/7 News and WS Languages.
- The ability to analyze data and use data to drive traffic to websites and to increase the impact of editorial output.
- Ability to identify potential stories through social media platforms and produce them for Urdu audiences.
- Ability to develop a strategy to improve reach and impact of Urdu TV & radio output on social media

Approval

Manager	Name and job title
HR Business Partner	Name
Date	