

BBC Persian

JOB SPECIFICATION

Job Title:	Broadcast Journalist (Multimedia), BBC Persian Service
Location:	NBH, London
Grade:	7
Reports to:	Senior Broadcast Journalist, Multimedia Editor, BBC Persian Service
Contract:	Continuing

CONTEXT

BBC World Service is an international multimedia broadcaster, part of BBC News, delivering a wide range of language and regional services and working increasingly with other parts of BBC News to serve global audiences. It uses multiple platforms to reach its weekly audience of 320 million globally, including TV, digital platforms including social media, AM, FM, shortwave, digital satellite and cable channels. As part of an historic and exciting expansion, the BBC World Service is expanding its language services serving audiences in Persian, Turkish, Afghan, Uzbek and Persian.

The expanded language services will be based at BBC's headquarters in London working closely and collaboratively with all Near East teams to deliver the best service for BBC audiences.

All Language Services are multiplatform, with a multimedia website with a focus on digital video, text, interactivity for both desktop and mobile platforms, and a daily TV news programmes for each service. Each service aims to make international news relevant to the specific Near East audience, and bring international perspectives to bear global developments.

BBC Persian reaches a weekly audience of approximately 18 million people in Iran, Afghanistan, Tajikistan, and around the world, providing content on TV, Radio, Online and Social Media. It is one of the BBC's most popular and successful global services.

With the political changes in the region, competition will increase, so BBC Persian has to continue to adapt to ensure it retains the respect and engagement of audiences, and its leading role in the market.

JOB PURPOSE

- To work as part of the editorial/production team in London for BBC Persian
- To work across all platforms to ensure that BBC Persian Service output retains its distinctiveness, character and status in its target area.
- To work across website, social platforms and TV programme to ensure that the highest quality content is created for our audiences, and make sure that content conforms to BBC editorial standards.
- To contribute and participate in new media platforms. Broadcast Journalists will also enable audience to contribute to user-generated content across our multi-platform offer.

- On a daily basis reporting to the Multimedia Editor, Persian Service and coordinating content with Broadcast Journalists in the Near East regions as well as with counterparts in the Persian Service to ensure consistency of output relevant to the target audience. Shift work will be required which could include early/late shifts, weekends and public holidays.
- This role requires proven experience of all aspects of delivering powerful stories under pressure for TV, online and social platforms. Candidates will be able to think of engaging and interesting storytelling techniques for Digital and TV platforms. It also requires first class communication skills.
- To be part of this digital operation with excellent written and spoken skills.
- The ability to perform on camera for TV output.
- S/he will be expected to work flexibly as required.

MAIN DUTIES

- To create digital video, write for our website and other social platforms and promote our content in an engaging format with the audience.
- To be involved in the production of live and recorded TV and other multimedia content including live reporting, anchoring, script-writing, packaging, translating, and compiling TV bulletins.
- To produce accurate, informed and interesting news and programming to the highest standards. The role demands proven journalistic skill across digital platforms, good on-screen presence and broadcast worthy voice, knowledge of the digital media market, creativity and flexibility, as well as a genuine passion for explaining the world to our global audiences.
- To look for editorial synergies and opportunities, come up with ideas for content, forum guests and events, and ideas from BBC Persian Service audience, and highlighting these to other members of the team.
- To report, present, research, write, translate, edit and adapt stories or programme material for BBC Persian TV, and online audiences
- To create original digital material for all multimedia output (TV, online, social).
- To work with graphic designers to produce creative and original graphics sequences which can be shared by other BBC departments.
- To liaise closely with other language team members, Newsgathering, reporters and producers across BBC departments.
- To advise Languages TV and digital teams on picture rights and cleared content.

- To be responsible for thinking through and around editorial problems, developing realistic alternative strategies and approaches.
- To maintain professional journalistic standards of accuracy, impartiality and fair dealing and adhering to the BBC's Editorial guidelines.
- To produce radio, video and text content for BBC Persian Service, as required, under the supervision of the Multi Media Editor and in liaison with counterparts in Persian Service
- To offer ideas for sequences, packages and programme content. To suggest new angles on existing stories and to put forward stories not yet covered. To understand the Languages TV strategy and to suggest ideas appropriate to its distinctive style and content.
- To be responsible for a moving story, amending and updating material as required. To be able to freshen a story and contribute to newsgathering activities, planning, and research and working closely with counterparts in London and overseas offices to ensure the site is constantly updated and accurate.
- To be responsible for studio production of live and pre-recorded programmes. To respond to breaking stories whilst on air and to resolve technical difficulties.
- To build and maintain links with other areas of the BBC including BBC WS Online and BBC News to enable the efficient production of content.
- After appropriate training, to be able to use a range of digital equipment and information technology to research, write, assemble, edit and deliver programmes in the appropriate medium, to the highest professional standards.
- To ensure that BBC Editorial guidelines and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
- All journalists may be required to work with or move to other programme teams on a multi-media basis and to have the ability to work across a range of skills and in a flexible manner, and to carry out these responsibilities in accordance with the BBC's overall standards and values. To provide advice or file pieces on occasions to other BBC outlets.
- To observe and carry out any requirement outlined in the BBC News Health & Safety and Security policy and specifically to conduct risk assessments when appropriate
- To be responsible for efficient use of allocated resources in London and overseas offices.
- Multimedia Broadcast Journalists may be required on occasion, to travel inside and outside London on short reporting or field producing trips and assignments and to spend longer periods of time in the target area.

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

- Fluency and up to date knowledge of spoken and written modern standard Farsi as first or equivalent language and the ability to type quickly and accurately.

- An interest in the developments in the digital market where Persian is spoken.
- A good knowledge of what works on digital platforms within the market.
- Proven track record of producing stories and programmes for TV, and proven editorial judgement.
- Substantial recent and relevant full-time experience as a journalist, both in originating material and editing the work of others.
- Ability to write scripts and adapt with accuracy, clarity and style appropriate to differing audiences and forms of media.
- An excellent broadcasting voice and strong reporting skills with the ability to perform with flair.
- Complete comprehension of written and spoken English and the ability to communicate effectively.
- A passion for International news and a thorough current knowledge and understanding of news and current affairs as well as history, social issues, business arts/culture and sports.
- A demonstrable interest in working in a multimedia environment and in encouraging audience involvement.
- A demonstrable interest in new media and how to exploit it for the BBC's purposes.
- Strong communication skills.
- Interest in a broad global news agenda.
- Good keyboard/computer skills and the ability to acquire technical skills and to operate technical equipment.
- A good knowledge of, and interest in, international and British current affairs.
- A thorough knowledge of the aims, objectives and standards of BBC World Service.
- An understanding of the BBC Persian distinctive news agenda and a wider interest in the strategy of the BBC as a whole.
- A comprehensive knowledge of BBC safety procedures in base and on location.

COMPETENCIES

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

Editorial Judgement - demonstrates balanced and objective judgement based on a thorough

understanding of BBC editorial guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.

Commitment to the BBC and the BBC Persian strategy – demonstrates an interest and willingness to help the BBC achieve its objectives in the target area.

Creative Thinking - able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.

Planning and organisation - able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources.

Communication - able 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 and persuading - able to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

Managing relationships and team working - able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.

Resilience - manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.

Flexibility - adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.

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(A job specification 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.)