

Job title	Director of Production		
Job family	Production Management	Band	SL

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	Scripted
Reports to (title)	Head of Drama

Job purpose
<p>Working under the direction of the Head of Drama and in tandem with the Director of Current Drama to deliver programmes on budget, maximising quality and value.</p> <p>With the Head of Drama and Director of Special Projects, to define, manage and deliver the business plan and commercial strategy for the genre, ensuring the health of the drama slate.</p> <p>Deputising for the Head of Drama in managing business support functions – e.g. Business Affairs, Legals, HR and representing them at senior level where necessary.</p> <p>As a senior leader for the Genre, driving new business and ensuring margins are met whilst quality is maintained.</p>

Job specific responsibilities and accountabilities
<p>Delivery of commercial and business strategy</p> <ul style="list-style-type: none"> • Joint accountability, alongside the Head of Drama, for effective running and management of programmes with specific reference to commercial and financial management • Ensure production teams have the financial, operational and business support required to enable them to deliver new and returning business to a high quality • Ensure key business plan milestones are hit • Accountable for delivering the operational strategy as efficiently as possible to meet profit targets. • Develop a genre organisation that’s simple: with minimal management layers and clear accountabilities • Deliver commercially competitive margins whilst ensuring continued commitment to creative excellence and quality. • Responsible for overseeing professional functions in the Genre, e.g. Finance, Business Affairs and HR, with specific responsibility to manage these functions for the Head of Drama. • Extensive knowledge of production management and an exceptional understanding of how it can add value to the creative process, in the UK and abroad. • Responsible for monitoring and reporting on performance against objectives and key performance indicators. • Driving efficient and effective deployment of approved technologies on productions. • Responsible for engaging with all parts of the BBC Group as required and ensuring that the business area is represented where appropriate. • Collaborating with the Head of Drama and Director of Special Projects in strategic business planning and supporting the securing of commercial business from all broadcasters and commissioning partners. • Have oversight of all commercial activity in the genre, identifying improvements or efficiencies to processes wherever possible. • Work to attract and retain key editorial and production talent alongside the Director of Current.

Shape and plan productions

- Line management of Production Executives and other senior Production roles.
- Drive pan-genre synergies and efficiencies for the production process to enable savings and faster ways of working.
- Ensure commissioning requirements are fully understood in order to develop viable proposals.
- Accountable for ensuring the price of each commission is agreed with commissioners and that complete delivery is feasible within the proposed timeframe and budget.
- Alongside the Head of Drama and the Director of Current, accountable for the green light process for all of the Business Area's productions regardless of platform, authorising the start of productions, ensuring resources and editorial aspirations are aligned.
- Identify opportunities for commercial exploitation at an early stage and ensure the requirements of commercial investors are achievable. Accountable for highlighting any public service issues relating to commercial exploitation of content.
- Responsible for planning and managing capacity (resources and people) in line with strategic objectives and commissions won from all clients
- Always looking at the lifetime value of content, ensuring development funds are aligned with the value chain, and that deals done maximize return for BBC Studios.

Manage and deliver productions

- Accountable for ensuring an understanding of - and compliance with – BBC Studios policies, guidelines, legislative and regulatory requirements (with particular emphasis on Health & Safety and Editorial Policy) in order to minimise the BBC's exposure to risk.
- Accountable for ensuring production teams understand the vital importance of acquiring all necessary rights in a timely manner to enable BBC Studios and commercial partners to produce, broadcast and otherwise exploit its content.
- Work with CRBA teams in negotiations for commissions, on-air talent and key contributors, setting clear mandates in accordance with the editorial and the programme budget.
- Oversee the base footprint of the Genre and identify cost saving initiatives wherever possible to the Head of Drama.
- Lead on BBC Studios production sustainability initiatives where they relate to production management in the Genre, and support their implementation across the business area.
- Accountable for delivering demonstrable value for money through effective management of resources.

Plan and manage finances within Business Area

- In discussion with the Head of Drama and the Director of Special Projects, advising on the strategic allocation of funding.
- Oversee assessment of the financial viability of content ideas, identifying and mitigating any risks, with a view to maximizing value of intellectual property.
- Responsible for ensuring appropriate financial support is provided by Finance on high financial risk/complex productions and/or across a portfolio of productions.

People Management

- Be accountable for ensuring staff issues are addressed in a timely manner in line with BBC policies.
- Be a role model for inclusion, encouraging a collaborative, equitable and open culture where everyone has equal opportunities.
- Ensures adequate training, development and performance management arrangements are in place in line with BBC guidelines and policies.

Knowledge, skills, training and experience

Essential

- As an expert in their field, they will provide professional leadership and act as role models to their teams and colleagues
- An industry expert on production, with extensive knowledge and experience of managing complex projects through the lifecycle
- Adept at managing numerous, diverse senior and executive level stakeholders, often operating under tight timescales and managing numerous competing priorities
- Experience of operating at a senior level in a commercial business and/or dealing with external/governmental stakeholders.
- Possesses commercial acumen, demonstrates the ability to exercise strong judgement from a business perspective to attain positive outcomes.
- A convincing and persuasive communicator, required to modify beliefs and opinions of teams, as well as senior stakeholders, able to establish effective and collaborative relations across BBC departments, and external agencies/stakeholders where required.
- Act as the conduit to effective communication and influence down the management hierarchy.
- Provides significant and highly influential input into shaping and delivering projects and transformational change within the business.
- Demonstrates a global mind-set; thinking and acting for both local and global needs, able to adjust to different environments and cultures internationally.
- Possesses a strong understanding of the Media sector and BBC competitors, and the relevant in-depth knowledge of current industry trends and issues relating to their functional area.
- A deep functional/technical expert with broad and comprehensive understanding of theories, systems and practices relevant to their functional area.
- Strong awareness of the way in which programmes are commissioned, financed and produced.
- Extensive experience in managing significant budgets and understanding key financial drivers including managing co-productions and/or complex rights and funding models

Job impact

Decision making

- Develop, adapt and execute departmental plans in line with strategic plans and direction from the Head of Drama.
- 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

- 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.
- In-depth knowledge of how own function integrates within the BBC, including deep understanding of the collective integration and operations of numerous sub-functions/sub-divisional areas.

Strategic impact/Influence

- Provides significant and highly influential input to functional strategy.

General Responsibilities and accountabilities (not Genre specific)

Key responsibilities and accountabilities

- In conjunction with senior leaders, develop a coherent output, commercial and operational strategy for the department which meets the requirements of the BBC and divisional strategy.
- Deliver the department's strategy efficiently, driving maximum value through reducing costs, increasing income, ensuring appropriate investment in programming to maximise return to the audience/customer.
- Ensure all output is delivered to a high quality, meeting editorial standards and compliance, including health and safety requirements.
- Build and nurture strategic partnerships with a wide range of internal and external customers, and stakeholders, ensuring the department is represented credibly both inside the BBC and externally.
- Provide strategic creative leadership, ensuring teams present a range of innovative programme and content proposals to win commissions.
- Work with internal and external customers to understand their strategic direction, in order to secure business and maximise commercial opportunities.
- Drive significant change initiatives and provide effective change leadership across production operations.
- Provide inspirational leadership, support career development and talent retention.
- Contribute to the wider development and leadership of the division, promoting and championing collaboration, creativity and diversity.

Knowledge, skills, training and experience

- As an expert in their field, they will provide professional leadership and act as role model to their teams and colleagues.
- Adept at managing numerous, diverse senior and executive level stakeholders, often operating under tight timescales and managing numerous competing priorities.
- Experience of operating at a senior level in the public sector and/or dealing with external/governmental stakeholders.
- A convincing and persuasive communicator, required to modify beliefs and opinions of teams, as well as senior stakeholders, able to establish effective and collaborative relations across BBC departments, and external agencies/stakeholders where required.
- Has a significant understanding of current markets, trends and issues within the broadcasting industry and wider media sector, and deep knowledge of output across the whole of the BBC, as well as that of competitors.
- Deep expertise and experience in respective content area and an internally recognised source for creative thinking and innovation.
- Thorough understanding of the way in which programmes are commissioned, financed and produced.
- Broad and comprehensive understanding of all BBC legal, contractual agreements and regulations as they apply to programme making, broadcasting and digital media.
- Experience in overseeing significant budgets and understanding key financial drivers.
- Experience of successfully running a commercial operation (commercial subsidiary roles).

Job impact

Decision making

- Develop, adapt and execute departmental plans in line with strategic plans and direction from Senior Leaders.

<ul style="list-style-type: none"> Undertake a wide range of activities factoring in multiple, diverse considerations, requiring complex analytics and decision making, interpretative thinking and a solutions-focused approach. <p>Scope</p> <ul style="list-style-type: none"> Leads a department within an area of a genre in a content 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. <p>Strategic impact/Influence</p> <ul style="list-style-type: none"> Provides input to departmental strategy. In-depth knowledge of how own department integrates within the division, including how processes and resources interact to help achieve divisional targets and objectives. <p>Reporting structure</p> <ul style="list-style-type: none"> Reports into a Senior Leader within their division.
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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.