

**JOB DESCRIPTION**  
**BBC WORLD SERVICE**

**Job Title:** Broadcast Journalist (Multi Media), BBC Telugu  
**Base:** Delhi  
**Contract:** Continuing  
**Grade:** Local Terms & Conditions  
**Reports To:** BBC Telugu Service Editor

**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 429 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, in 2017 the BBC World Service introduced four new language services serving audiences in India – Gujarati, Marathi, Punjabi and Telugu – to work alongside two existing services, BBC Hindi and BBC Tamil.

All six Indian language services are based predominantly in the BBC's Delhi bureau, working closely and collaboratively with all teams in that office and with teams in the BBC's headquarters in London 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 programme for Gujarati, Hindi, Marathi, Tamil and Telugu. Each service aims to make international news relevant to an Indian audience, and bring international perspectives to bear on Indian and global developments.

We are looking to recruit a Broadcast Journalist (Multimedia) to support the Telugu service. This role is based in New Delhi on local terms and conditions.

**JOB PURPOSE**

The role will primarily support the delivery of BBC Telugu's digital strategy, working on the desk in Delhi closely with the digital teams as well as other teams in the bureau including television, visual journalism and social media. It also involves working in tandem with the Reporter and Field Producer in Hyderabad.

S/he will be expected to work flexibly as required.

**MAIN DUTIES**

1. The Broadcast Journalist will report to the Telugu Editor, working across website, social platforms and TV programmes to ensure that the highest quality content is created for our audiences, and to make sure that content conforms to BBC editorial

standards.

2. You will be responsible for delivering influential stories within tight deadlines for TV, online and digital platforms.
3. You will be expected to report, present, research, write, translate, edit and adapt stories or programme material for the Telugu service.
4. Provide social newsgathering best practice advice and tools support to individuals and teams.
5. Provide hands on social posting, video and newsgathering best practice.
6. Follow BBC safety requirements and instructions, especially in relation to emergencies; and to report any accidents, dangerous situations, or defects in safety arrangements.
7. To work with graphic designers to produce creative and original graphics sequences, which can be shared by other BBC departments.
8. To liaise closely with other language team members, Newsgathering, reporters and producers across BBC departments.
9. 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.
10. To ensure that BBC Editorial guidelines and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
11. 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, etc. on occasions to other BBC outlets.

## **ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE**

- A full command in Telugu language (first or equivalent).
- Fluent in English and able to communicate effectively.
- An interest in the developments in the digital market in India and South Asia.
- A good knowledge of what works on digital platforms within the market.
- Proven record of using social media effectively to engage audiences
- Good knowledge of Facebook, Twitter, Instagram and You Tube particularly around posting formats and best practice, engagement and technical issues
- Good knowledge of social media optimization, analytics and newsgathering tools used by the BBC
- Experience using remote communication tools such as Lync, Google Hangouts and/or Skype
- Strong editorial and production experience

- A thorough knowledge of developments in digital news output, above all with regard to World Service language websites. A clear understanding of how these developments affect technical, editorial and production training.
- An ability to identify, research and troubleshoot technical issues with social platforms and tools
- 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.
- 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 Telugu 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 India 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 characterized 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 organization 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.)