

BBC WORLD SERVICE

JOB SPECIFICATION

Job Title: Multimedia Producer

Reports to: Editors

Grade: Local Terms and Conditions

Contract Type: Continuing

CONTEXT

BBC Hindi.com is one of the fastest growing news website in its segment. BBC Hindi intends to reach millions of new audience through social media, mobile apps and digital partnerships. Apart from the digital space BBC Hindi is also present on SW and through our partner stations on FM as well. We create entertainment and sports bulletins for our partner stations. BBC Hindi focuses on original journalism, creative storytelling and innovative presentation of news content. It aims to report in a lively and engaging fashion, and interactivity will form a large part of its content across all platforms. Digital content is syndicated to partners and they form a significant part of the distribution portfolio.

The needs of the service depend on the size, scale and variety of the operation, and the demands made upon editorial staff may likewise vary.

ORGANISATION

Working in a multimedia team of journalists and reporting to Editors, Senior Producer as appropriate. Shift work may be required which could include nights, weekends and public holidays.

JOB PURPOSE

To originate, research, prepare and produce digital news content including reports, explainers, interviews, features, discussions, analysis, news features and special in-depths. To report in text, audio and video from the field in a range of formats. To ensure that any output material for which the post holder is responsible meets the standards required by the BBC. To work as duty editor for specific periods of time, as and when required.

MAIN DUTIES

1. To research, report, write, translate, edit and adapt stories or programme material; to find contributors and interviewees as well as other sources of material as appropriate and to the required specification whilst maintaining professional journalistic standards of accuracy, impartiality and fair dealing and adhering to the BBC's Producers' guidelines.
2. To write and create original material for all multimedia output, including text stories, social media posts, picture galleries, radio bulletins and video reports etc. once appropriately trained.
3. To create, produce and maintain Hindi Service online and multimedia content including making output interactive.
4. To be responsible for a moving story, amending and updating material as required. To be able to freshen a story. To be responsible for thinking through and around editorial problems, developing realistic alternative strategies and approaches.
5. To offer ideas for items, programmes/series and to actively contribute to the editorial planning process. To suggest new angles on existing stories and to put forward stories not yet covered. To understand the Service's strategy and to suggest ideas appropriate to its distinctive style and content.

6. To perform live on audio or video with or without a script, live or in recording sessions; either as Programme Producer, or as a participant in others' productions.
7. To conduct interviews either in the studio or on location, live or pre-recorded.
8. To liaise closely with other team members and with contributors, reporters and stringers. To advise other parts of the BBC on target area affairs.
9. 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.
10. To ensure that BBC Editorial principles and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
11. 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.
12. To monitor the growth of the Hindi web site, its use and identify areas for expansion.
13. To brief the Studio Manager and other colleagues, as necessary, in respect of transmissions or recordings of any programmes or part of a programme for which the Producer is responsible.
14. After appropriate training, to be able to use a range of audio & digital equipment and information technology to research, write, assemble, edit and deliver programmes in the appropriate medium, to the highest professional standards.
15. To direct Broadcast and Online Assistants and other colleagues in preparation of text, audio and video material for which the Producer is responsible. To provide information necessary for the preparation of Programme as Broadcast (P's as B) and other administrative records.
16. To be responsible for efficient use of allocated resources.
17. All producers may be required to travel off base on short reporting trips and assignments and to spend longer periods of time in the target area.
18. All producers 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.
19. To look for opportunities to collaborate and share material with other language services and other parts of the BBC, on any platform.

KNOWLEDGE, SKILLS AND EXPERIENCE

- A full command and up to date knowledge of Hindi as first language. A good knowledge of English including complete comprehension of written and spoken English and the ability to communicate effectively.
- Substantial recent and relevant full-time experience as a journalist, both in originating material and editing the work of others.
- Ability to write, adapt and translate with accuracy, clarity and style appropriate to differing audiences and forms of media, suitable for multimedia output.
- A demonstrable interest in working in a multimedia environment that includes online, social media, radio and TV. A demonstrable interest in Digital Media and emerging platforms like You Tube etc.
- A good broadcasting voice and the ability to acquire the appropriate presentation style of the network.

- Experience of reporting, in the field, on international and/or Indian political and economic issues. Able to demonstrate a good range of contacts for interview purposes including political and economic analysts, politicians, etc.
- Good keyboard/computer skills and the ability to acquire technical skills and to operate technical equipment. Practical experience and extensive knowledge of the Internet and an understanding of the potential of new technology is essential.
- Wide and up to date familiarity with the target area and an in-depth understanding of its history, politics, social issues and culture as well as the changing needs of the audience.
- A thorough knowledge and understanding of news and current affairs in the target area. A good knowledge of, and interest in, international and British current affairs, particularly insofar as they affect the target area/s.
- An extensive knowledge of the media situation in the target area and the way it is developing.
- A thorough knowledge of the aims, objectives and standards of BBC World Service.
- An understanding of the BBC's distinctive news agenda and a wider interest in the strategy of the BBC as a whole.
- Experience of managing resources

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 Hindi Service 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. Should have demonstrated ability to maintain professional decorum in all situations. Should demonstrate high standards of interpersonal communication within the team with peers as well as management.
- 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. Influences by example and actively works as necessary with individual staff to adapt to changing business needs
- 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. Manages difficult situations with peers, seniors and without damaging relationships. Develops stable and/or long-term relationships with peers and seniors by partnering with them to address critical issues, promote the need for change and drive toward proposed solutions within their organization

- **Developing Others** - able to recognise potential (managerial, professional, artistic or otherwise) and is willing to foster the development of that potential. Creates a climate in which potential can be realised.

- **Resilience** - manages personal effectiveness by managing emotions in the face of pressure, set backs 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. Recognizes when change is necessary and responds quickly and effectively, while maintaining standards for quality and output. 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.